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BROADCASTING TELECASTING

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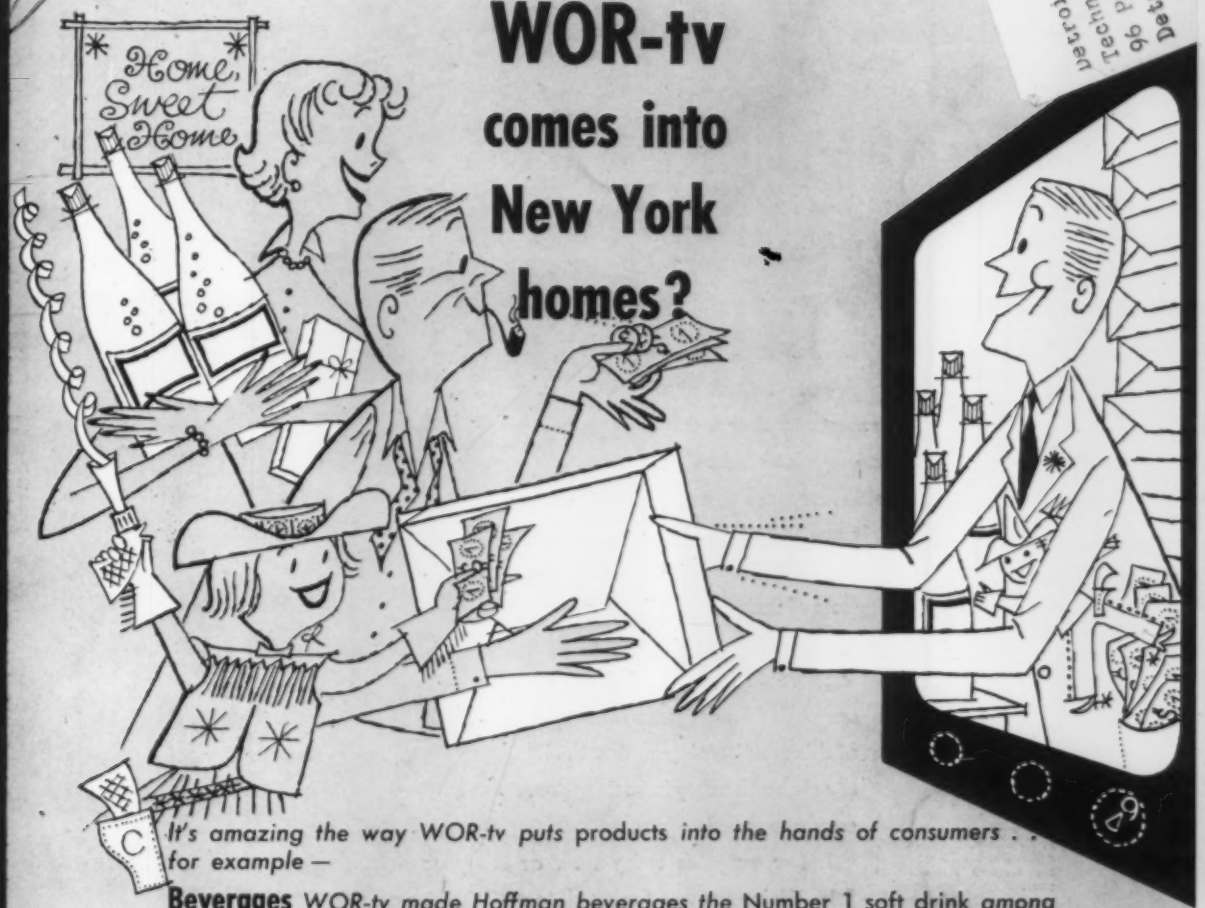
what happens when WOR-tv comes into New York homes?



It's amazing the way WOR-tv puts products into the hands of consumers . . for example —

Beverages *WOR-tv made Hoffman beverages the* Number 1 soft drink *among families viewing its high-rated "Merry Mailman."*

Automobile Seat Covers In just one week, *WOR-tv sold more Rayco covers than a New York network channel did in eleven weeks!*

Toys *WOR-tv completely "cleaned" New York's 200 Woolworth stores out of Zoomeray toys.*

or drugs . . . toiletries . . . cigarettes . . . candy. WOR-tv sells more for less money than any other television station in New York.

WOR-tv *channel* **9**

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21ST year

...Newsweekly of Radio and Television

TODAY'S FARM MARKETS

The Key to His Sales . . . . . and YOURS

● For more than 20 years, Midwest farmers have followed the leading markets over WLS each noontime.

Entitled "Today's Farm Markets," this fast, comprehensive 11:40-11:55 a.m. report provides the most complete and up-to-the-minute information on the air . . . or otherwise available . . . regarding the live stock, the grain, poultry, butter and egg, fruit and vegétable and other markets upon which Midwest farmers depend for the ready sale of their products.

Friendly Al Tiffany ties it all together in radio's most effective farm package . . "Today's Farm Markets."

F. C. Bisson, grain expert, celebrates his 25th year of broadcasting markets this year.

Bill Morrissey "Is" the Union Stock Yards to thousands of farmer-listeners all over the midwest.

There is no more certain or effective way to bring *your* products and their advantages to the attention of this vast listening audience . . . at a time when they have things to sell and *money to spend.*

Better write us today . . . or see your John Blair man . . . for possible availabilities on this and other result-getting WLS programs.

Watch for News About "OPERATION GROCER 1952"

WLS The PRAIRIE FARMER STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & CO

1st place, 2nd place, 3rd place

IN DETROIT'S TREMENDOUS OUT-OF-HOME LISTENING MARKET

FOR

80%

of the ¼ hours

6:00 A.M. TO 12 MIDNIGHT

MONDAY THRU FRIDAY

(Out-of-Home PULSE *for January, 1952)*

IT'S

WKMH

5000 WATTS DAYS

1000 WATTS NIGHTS

Call your* HEADLEY-REED *Representative

ished every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

To serve well its many thousands of viewers, WGAL-TV's cameras reflect every facet of their daily lives. Throughout the year, on its weekly "Television Farmer," these important activities — animal raising, judging and trading — among others are shown. Programs are developed in cooperation with 19 County 4H Clubs, Pennsylvania State Farm Show, Lancaster Livestock Exchange and Union Stockyards.

Beef is big Business!

One of the most picturesque and important business and agricultural activities in the entire East is located in Lancaster — the Union Stockyards, "The Largest Stockyards in the East." A grand total of 471,848 head of all classes of livestock were handled there during the past year. This is an increase of 4.8% over the preceding year — highly significant because business at most of the public stockyards elsewhere in the country showed a decrease during 1951. Beef is big business in Lancaster, Pennsylvania — highly significant because the growth and increasing prosperity of this activity characterize the many other big industries located in this area. The broad mid-Pennsylvania section covered by WGAL-TV is outstanding in the nation for its stability, growth and prosperity.

WGAL-TV LANCASTER PENNSYLVANIA

A Steinman Station

Clair R. McCollough, *President*

WGAL AM TV FM

Represented by
ROBERT MEEKER ASSOCIATES • Chicago • San Francisco • New York • Los Angeles

at deadline

CLOSED CIRCUIT

HERE'S GOOD reason for ANA's current k of concern over radio rates (see page 23), dging by advertisers' private view. Reason: rate problem exists at this time in broadt buying so ANA's Radio-TV Steering mmittee, instigator of famed TV-impact ports, is relatively quiescent.

ME top-level ANA sources concede prilely that association made mistakes in conting 1950-51 attacks on broadcast medium d doesn't want to be caught again with its tistics down. Many big buyers first enored of TV are going back to radio's fire- because of continued low-cost mass apl. One leading advertiser has cut cost-per-e-motorist-reached by radio in half within few years.

TURE DUTIES of Howard S. Meighan, moved from president of CBS Radio to eral vice president CBS (parent corporan), will be determined upon his return next th from first vacation in couple of years, probably will be top level sales and protion. Switch, wherein Adrian Murphy, sident of CBS Laboratories Division, moved Meighan radio spot, understood based on brass conclusion it would bring better rdination and direction of radio and at ne time bolster top-level policy on "twentieth r."

MINATED FOR chairmanship of Broadt Advertising Bureau is Charles C. Caley, sident and general manager of WMBD oria and one of moving spirits in formation BAB. Now chairman of Finance Comtee, he's expected to succeed Edgar Kobak, served one full year term and accepted other half year with understanding his sucsor would be named at scheduled March 30 rd meeting. Mr. Kobak, it's expected, will asked to accept chairmanship of new execue committee for temporary tenure.

THIN NEXT fortnight or so name of mas S. Lee Enterprises will become Gen- Teleradio Inc. Parent company will hold of Mutual Broadcasting System, which become Mutual Division, along with Don Yankee and WOR Divisions.

EDGAR KOBAK, ex-network executive now in overall consulting work, going to ept presidency of Advertising Research ndation, recently revived under aegis of AA and ANA? It's learned he's been imtuned to take post on parttime basis so as to conflict with his various consultancies radio, TV, advertising and research.

ORTLY to be announced will be acquisition WLEX Lexington, Ky., of WKLX, same from E. F. Prichard family for $85,000. n FCC approval, plan is for WLEX, rating on 1340 kc with 250 w, to fold, call letters transferred to WKLX, regional

(Continued on page 6)

FLANAGAN TO RETURN TO NARTSR POST

THOMAS F. FLANAGAN on April 1 will return to National Assn. of Radio & Television Station Representatives, again taking up post of managing director which he resigned two years ago because of ill health. In announcing Mr. Flanagan's resumption of NARTSR duties, Joseph J. Weed, president of association, said that he has now completely recovered.

First managing director of NARTSR, Mr. Flanagan came to that post from chairmanship of Associated Tobacco Mfrs., which he assumed in 1943 when he was president of Penn Tobacco Co., large user of spot radio for its Kentucky Club tobacco. Mr. Flanagan left Penn in 1945 when it was sold to Bloch Bros. Tobacco Co.

During his term with NARTSR, Mr. Flanagan directed compilation and distribution of *Spot Radio Estimator*. New edition of this rapid reference book is now in preparation, Mr. Weed said. Also under Mr. Flanagan's management, NARTSR began its clinics on spot radio and spot television.

Upcoming on NARTSR agenda is launching of new presentation on spot broadcasting which Mr. Flanagan will shortly present to advertising press, preceding showings to advertiser and agency groups. This presentation was prepared under direction of Murray Grabhorn, who became managing director of NARTSR last summer after leaving ABC and remained with association until March 15 when he resigned to join Edward Petry & Co. [B•T, March 3].

JOHNSON ASKS SENATE GROUP TO GIVE FCC FUNDS FOR TV

THERE is TV emergency in nation that must be resolved when once freeze is lifted, Sen. Ed C. Johnson, chairman, Senate Interstate & Foreign Commerce Committee, said in effect Friday when making his plea before Senate Ap-

(Continued on page 94)

BUSINESS BRIEFLY

PAINT CAMPAIGN ● Sapolin Paints Inc., N. Y. (Fashion Color Odorless paints), launching radio and TV spot campaign beginning on New York metropolitan stations latter part of April, for 13-week spring advertising program. Twenty-second film spots will be used on two major TV network outlets, with radio spots on two independent AM stations. Expansion is indicated, probably on national scale, depending on success of local campaign. Since Sapolin advertising is largely seasonal, another 13-week campaign is contemplated for fall. Agency: Hicks & Greist, N. Y.

PARKER NAMES CHARTOC ● Parker Pharmaceutical Corp., Chicago, has named Shepard Chartoc Agency same city, to handle advertising for its Nitocin smoking deterrent, Foot Aids and line of ethical products. Nitocin is being spotted in test campaign and regular schedules in numerous markets, starting with 16 stations. Five other stations expected to be added every two weeks.

WALGREEN BUYS BASEBALL ● Walgreen Co. of Chicago has signed for periods preceding and following all Chicago White Sox and Cubs home games on WGN-TV during 1952 season. Agency: Schwimmer & Scott, Chicago.

SPOT CAMPAIGN ● New York State Dept. of Commerce considering annual TV spot announcement campaign in New York, New England and adjacent areas starting about April 1 for 13 weeks to promote vacation guide to N. Y. Station list will total 20 to 25. Agency: BBDO, N. Y.

SUMMER CAMPAIGN ● Eskimo Pie, through Buchanan & Co., N. Y., considering radio availabilities for annual spring and

(Continued on page 94)

James McConnell Resigning from NBC

FURTHER EXECUTIVE realignment at NBC indicated Friday with disclosure that James V. McConnell, director of National Spot Sales, is resigning effective March 31 after 21 years with network.

He did not announce future plans, but it was understood he will join sales representation firm in high-level capacity. Nor was there any indication as to who would be designated to succeed him.

Meanwhile reports—untraceable, and many of them conflicting—circulated almost madly, speculating on possible impending changes in upper echelons as high, in some cases, as presidencies of RCA and NBC. In more definite category was report that Administrative Vice President Victor T. Norton would shortly, perhaps this week, announce long-speculated resignation.

Executive-level changes already in progress at NBC included generally acknowledged but not officially announced plans for Harry Bannister, WWJ Detroit, who joins network April 14, to move into top spot in station relations department and for Carleton D. Smith, now station relations vice president, to move into responsible executive post in Owned and Operated Stations Dept. under Vice President James M. Gaines [B•T, March 17].

Mr. McConnell joined NBC in early 1931 as network salesman after several years with General Outdoor Adv., Campbell-Ewald Co., BBDO, Hays MacFarland Agency and Hearst "quality group" magazines. He was named eastern zone manager of NBC's local service bureau in 1932, and when bureau was discontinued in 1934 he was appointed assistant sales manager, eastern district. Three months later he was named executive assistant to vice president in charge of sales, and in July 1939 became manager of then new National Spot and Local Sales Division. Under various titles he has been in charge of National Spot Sales since that time.

for more AT DEADLINE turn page

at deadline

NBC GETS TEN-YEAR RIGHTS TO 'LIFE OF RILEY' SHOW

TEN-YEAR lease covering all rights for *Life of Riley* program reported by NBC authorities Friday. Lease was negotiated with Irving Brecher.

Network plans to use property as comedy show vehicle for William Bendix on television and probably radio. Video version will be live, except when Mr. Bendix's motion picture assignments in Hollywood require use of film and then laughs to be dubbed in to heighten comedy format. It is estimated that about 60% of TV programs will originate live.

Mr. Brecher, who was writer-producer-director of Universal-International's "Life of Riley," 1949 film which preceded broadcast versions, has in effect bowed out of production work on his property by granting ten-year lease. Only movie rights outstanding are those for original production and it was understood that NBC will have complete authority over title and characterization. Deal was handled for Mr. Brecher through William Morris Agency, with Tom MacAvity, director of talent and program procurement, representing NBC.

Mr. Bendix appeared as Riley on NBC radio for several years under Procter & Gamble sponsorship, and a TV-version, starring Jackie Gleason, was tried unsuccessfully.

STANDARD TURNS DOWN MERGER PROPOSALS

STANDARD AUDIT & Measurement Services Inc. has rejected proposals of A. C. Nielsen Co. for merger of the two research organizations, Standard announced late Friday. Proposals, Standard said, stemmed from fear that industry confusion would result if Nielsen made one coverage study for NBC while Standard made another for its subscribers (which include CBS Radio).

Kenneth Baker, Standard president, commented that after years of effort the broadcasting industry "arrived at some agreement on a uniform method of measuring coverage . . . developed with the aid of broadcasting's customers and approved and widely used by them." Standard's offer to "continue these earlier industry efforts to produce a uniform measurement . . . has received wide and varied support from independent stations and from stations affiliated with each of the networks . . . We have a clear directive to go forward with our earlier plans." He said merger talks had "not interfered in any way" with Standard's survey, results of which are slated for publication this fall.

TWO NEW SPONSORS

TWO new participating sponsors for NBC radio "Minute Man" programs announced Friday by Co-op Programs Manager Lud Simmel. International Shoe Co. (Poll Parrot Trim Tred Shoes) sponsoring third quarter-hour of *Howdy Doody* (Sat., 8:30-9:30 a.m.), on 67 stations starting last Saturday, through Henri, Hurst & McDonald, Chicago. Fred Fear & Co. (Chick-Chick and Presto Egg colorings) buying two one-minute announcements on *Howdy Doody* on 19 stations for March 29 and April 5, and three one-minute announcements on *Kate Smith Show* (Mon. through Fri., 12:15-12:45 p.m.) on 19 other stations for April 6, April 7, 9, and 11. Fred Fear Agency: Hilton & Riggio, N. Y.

In this Issue—

National advertisers are clamoring for better media research. Plans for new examinations of radio, television and other media by the revived Advertising Research Foundation dominate the annual ANA convention. *Page 23.*

The materials scarcity is easing, if indeed any scarcity ever existed. It looks now as though broadcasters who get TV stations after the freeze is thawed won't have any serious trouble finding the materials to build them. *Page 27.*

CBS net income in 1951 was $6.3 million, a 50% gain over income in 1950. Acquisition of Hytron manufacturing facilities accounts for much of the increase. *Page 26.*

If ABC is to give CBS and NBC a competitive run for their money, it must have bigger capital. And the only way it can get it is through the merger with United Paramount Theatres which the FCC must approve. That's the essence of ABC President Kintner's testimony. *Page 61.*

House votes $2 million cut in FCC's budget request, but Sen. Ed Johnson hopes to rouse Senate support to restore the appropriation. For TV station applicants, the drastic budget cut could mean delays in doling out new stations. *Page 29.*

"Side" meetings could steal some of the show from the NARTB convention. Here's a report of the non-NARTB assemblies to be held in connection with the main event. *Page 25.*

VHF antenna height will be limited to 1,000 feet in the northeastern states. Commission adoption of that provision was the break in what was becoming a log jam. But not all is peaceful in the FCC. Comr. Jones has already begun to write his dissent to the TV allocations, it's said. *Page 62.*

One of the purposes of the government anti-trust suit against the International Boxing Clubs (or "Octopus Inc." as the celebrated sports writer, Red Smith, calls it) is to restore free competition in broadcasting of top bouts. *Page 61.*

Don Nathanson, ad manager of Toni Co., urges television to quit following radio discount structures that favor big budget advertisers to the detriment of those with less to spend. *Page 64.*

A Republican Senator tees off on Wayne Coy (a Democrat) for quitting the FCC to take a $50,000 a year job with Time Inc. *Page 34.*

Upcoming

Mar. 24: Chesapeake Chapter, AAAA, Sheraton Belvedere Hotel, Baltimore.

Mar. 24-27: Canadian Assn. of Broadcasters annual meeting, Royal York Hotel, Toronto.

Mar. 26: Senate Interstate & Foreign Commerce Committee, executive session, to consider S 2444, a bill to bar liquor advertising on radio-TV, Washington.

Mar. 30-April 2: NARTB 30th annual convention, Conrad Hilton Hotel, Chicago.

(Other Upcomings page 38)

Closed Circuit

(Continued from page 5)

on 1300 kc, 1 kw. Purchasers are J. [illegible] (Doug) Gay Jr. and H. Guthrie Bell, busin[illegible] manager and secretary-treasurer of WL[illegible] Prichard Jr., former New Deal official, beca[illegible] involved in Kentucky election situation se[illegible] years ago. Blackburn-Hamilton hand[illegible] transaction.

QUESTION is raised over legality of V[illegible] of America ship *Courier*, commissioned w[illegible] fanfare by President Truman and State D[illegible] March 4. Would operation of vessel v[illegible] Atlantic City Telecommunications Tr[illegible] which specifies international wavelengt[illegible] Department authorities say it wouldn't, b[illegible] project was legally cleared. It's learned t[illegible] neither FCC nor congressional committ[illegible] were consulted on policy question.

VIC RATNER, who has resigned as public re[illegible] tions vice president of Macy's, may becom[illegible] identified once again with CBS, but as fr[illegible] lancer. On two occasions with CBS in charg[illegible] of advertising and sales promotion, Mr. Ra[illegible] ner has hung out his consultancy shingle a[illegible] has discussed with President Frank Stanto[illegible] possibility of special assignments on clie[illegible] basis. He has several other accounts lined u[illegible] it's understood. (See story page 26).

VOLUNTARY worker and consultant to R[illegible] publican National Committee on radio-TV ma[illegible] ters is Frank E. Mullen, former executive vi[illegible] president of NBC, now residing in Los Angel[illegible] where he has business interests and is engage[illegible] in radio-TV consultancy.

ELLIOTT ROOSEVELT, second son of F. D. R[illegible] may find his radio-TV haven in Cuba, accordin[illegible] to press reports. Close friend of Col. Fu[illegible] gencio Batista, who took over government i[illegible] coup d'etat a fortnight ago, he's there no[illegible] presumably negotiating for acquisition [illegible] Union Radio, operating second largest netwo[illegible] on island. His backing may be Batista hi[illegible] self, reputedly very wealthy, and Bror Dah[illegible] berg, Celotex tycoon. Elliott also has a[illegible] nounced plans to seek TV in Miami and oth[illegible] places.

AFFILIATES Committee session on Monda[illegible] March 31, at NARTB convention in Chicago [illegible] determine future course will, among oth[illegible] things, consider overall research rating proje[illegible] to stem tide of network adjustments. At mee[illegible] ing of committee in New York on March 10-1[illegible] it's learned, Albert E. Sindlinger, Rad[illegible] developer, made presentation for overa[illegible] project.

ENGLISH influence due to hit NBC progra[illegible] ming in near future. Charles (Bud) Barr[illegible] network program vice president, is negotiati[illegible] with manager of Paladium in London a[illegible] Harry Alan Towers for radio show featuri[illegible] comics from Paladium, famous English vaud[illegible] ville house, plus mystery series starring Jam[illegible] Mason and his wife, in addition to already a[illegible] nounced *Scarlet Pimpernel*.

IT'S OPEN SECRET that Sen. Ed Johns[illegible] (D-Col.), chairman of Senate Interstate [illegible] Foreign Commerce Committee, wrote let[illegible] last week to FCC Chairman Paul A. Walk[illegible] asking for Commission's thinking on marria[illegible] of AM applicants for TV grants [CLOS[illegible] CIRCUIT, March 10]. Chairman Walker's re[illegible] was understood to be sympathetic but son[illegible] what less than a complete affirmative to su[illegible] amalgamations.

for more AT DEADLINE see page 94

MR.580
CBS
WHP
WINS FRIENDS AND INFLUENCES PEOPLE
BY THE THOUSANDS
These are the most valuable kinds of friends . . . the long-time friends gathered during a quarter century. W H P gives these folks the local programming that gets to the heart of the community. And that sterling CBS stuff.
PULLS
HIGHEST HOOPERS
WITH CBS
AND STELLAR
LOCAL
PROGRAMMING
Result? When Mr. 580 talks, people listen—by more thousands now than ever before since W H P has 5000 busy watts on 580. Hooper says so . . . more listeners who listen more.
COVERS
PENNSYLVANIA'S
TOP-QUALITY
MARKET
These citizens are solid and solvent. Harrisburg leads all major Pennsylvania markets in income per family ($6,135), income per capita ($1,916) and Quality of Market Index (148).
The home towners tote up 7 out of a possible 9 "Superior Points" in Sales Management's recent city rankings study. They're second in the nation in drug sales, sixth in general merchandise and fourth in retail sales.
Want the thriftiest buy in South Central Pennsylvania? Want York and Lancaster and Lebanon, too? Bolling knows Mr. 580 intimately. So can you.
HARRISBURG, PA.
KEY STATION OF
THE KEYSTONE
STATE
5000 W 580 KC
REPRESENTED BY BOLLING

Here's PROOF of pulling power:

WIBC – promoted corn picking contest pulls 35,000!

Here's part of the crowd that turned out for the Indiana Mechanical Corn Picking Contest which WIBC conducted at Rushville on October 13th . . . 35,000 people, representing all of Indiana's 92 counties and every adjoining state!

Representatives of every major farm equipment manufacturer were there, too. Said one: "We talked to more prospects in one day than we usually do during a ten-day fair. Sold more merchandise, too!"

Here again is proof that Indiana's *first* and *only* 50 KW radio station enjoys top place in the affections of the 1,077,356 radio families in its 0.5 MV contour area, a loyalty won through intelligent programing and a friendly interest in farm affairs.

That's why one minute announcement at 6 A.M. (Nov. 13, 1951) drew 915 pieces of mail for one advertiser. That's why WIBC can help you, too. See your John Blair man immediately!

JOHN BLAIR & CO.
National Representatives

WIBC 1070 KC
The Friendly Voice of Indiana

WIBC, Inc. • 30 West Washington Street • Indianapolis 6, Indiana

BROADCASTING TELECASTING

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WASHINGTON HEADQUARTERS

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HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

Annual subscription for 52 weekly issues $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue) $9.00, or TELECASTING Yearbook (54th issue) $9.00.

Annual subscription to BROADCASTING • TELECASTING including 54 issues $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.

Address Change: Please advise promptly, giving both old and new addresses, to maintain uninterrupted delivery.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office

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In your Doctor's hands—

thanks to the partnership between ***The Meat Packing Industry*** *and the* ***Medical Profession***

Meat animals are the source of many important medical products—including all those on the list at the right. Every day physicians rely on these products to help save lives, battle disease, relieve pain and restore health for millions of people. Perhaps you, or some member of your family have been helped by one of these vital products—or will be sometime in the future.

To help make them available to your doctor, the meat packing industry has elaborate facilities for saving medically important by-products. To make a single ounce of insulin, for example, pancreas glands from 7,500 pigs or 1,500 cattle must be saved and properly processed.

This list (and it is only a partial one) shows that many great discoveries have come, already, from the research partnership between the meat industry and modern medicine. The search goes on for even greater things.

Insulin—only substance known to medical science which can control diabetes.

ACTH—treatment of arthritis, severe asthma, and many other conditions.

Cortisone—treatment of rheumatic fever, arthritis, various allergies, inflammatory eye diseases, etc.

Epinephrine—treatment of many allergic conditions such as asthma, low blood pressure, certain heart affections.

Liver Extract—treatment of pernicious anemia.

Fibrin Foam—controls bleeding during surgical operations.

Gastric Mucin—treatment of many stomach afflictions, notably peptic ulcer.

Thyroid Extract—treatment of depressed functioning of the thyroid gland (myxedema and cretinism).

Cholesterol—starting material for the preparation of many hormones.

Posterior Pituitary Extract—increases blood pressure during certain conditions of shock.

Bile Salts—treatment of gall bladder disturbances and abnormalities in fat digestion.

Rennet—aids in milk digestion.

Sutures—widely used in surgery because they possess great strength; need not be removed since they are absorbed by the body.

Estrogenic Hormones—treatment of certain conditions arising out of the menopause.

Progesterone—treatment of threatened and habitual abortion, and in severe dysmenorrhea.

Dehydrocholic Acid—treatment of certain gall bladder disorders and abnormalities of bile flow.

Parathyroid Extract—treatment of tetany (severe involuntary muscle contraction) which follows removal of these glands.

Benzoinated Lard—widely used as a medicinal ointment base.

Diastase—aids in promoting starch digestion.

Lipase—aids in promoting fat digestion.

Trypsin—aids in promoting protein digestion.

Bone Marrow Concentrates—treatment of various blood disorders.

Suprarenal Cortex Extract—used in the treatment of Addison's Disease.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U. S.

HERE'S TOLEDO ON A SILVER PLATTER!

DELIVERED BY "SPEEDY", THE PIONEER

A BILLION DOLLAR BUYING POTENTIAL—sold on radio. And radio in this rich Toledo and Northwestern Ohio market means WSPD, the Pioneer. For 31 years WSPD has SOLD every conceivable product for national and local accounts while providing entertainment of highest quality to its listeners. The Three Million people in the WSPD coverage area make dialing to 1370 a habit—and they trust WSPD implicitly. Buy now where the people listen—sell this rich market with the station that pioneered—phone KATZ or Tom Harker for information and availabilities. Your answer to lagging sales is "SPEEDY"—on WSPD, Toledo.

WSPD AM-TV

Represented Nationally by KATZ

agency

JOHN D. UPTON, vice president in charge of New York service, N. W. Ayer & Son, and JAMES M. WALLACE, vice president in charge of creative production board, headquartered in Phila., elected to agency board of directors.

AUGUST A. NELSON appointed senior executive in charge of American Assn. of Adv. Agencies membership, ethics and conventions and chapter activities with headquarters in N. Y.

Mr. Nelson

ALAN L. GRAHAM, L. W. Ramsey Co., Chicago, to Fuller & Smith & Ross, same city, as associate account executive.

ROBERT SMITH, Prentice-Hall, N. Y., to writing staff of Morey, Humn & Johnstone, that city.

JOHN WIELAND, manager of advertising and sales promotion for Standard Oil Co. of Ohio, to Leo Burnett Co., Chicago, as vice president supervising Pure Oil account.

LEICESTER H. SHERRILL, vice president, BBDO, N. Y., to Ted Bates & Co., that city, as executive on Standard Brands account.

on all accounts

HAVING chalked up some 30-odd years in and out of the broadcasting business, John Andrew Potter, West Coast radio-television director of Calkins & Holden, Carlock, McClinton & Smith, Los Angeles, believes that "radio, undergoing a great change, is more alive than ever."

Although he does not clarify what that "great change" might be, Mr. Potter feels both radio and TV provide the greatest direct selling opportunity there is because they get into the home to demonstrate and "plug" merchandise sold.

Mr. Potter also believes the day of high budgeted radio shows is over.

"Sponsors who a couple years ago spent $15,000 to $25,000 per week for talent on their network shows now demand low-cost packages that can deliver a good mass audience," he notes.

Those sponsors are either adding the saved money to their expensive TV programming or are spreading it between the two mediums, he declares.

Mr. Potter points to the daily ABC radio *Jack Berch Show*, sponsored by agency client Prudential Insurance Co., as a medium-priced package with a large mass audience and very low cost-per-1,000 listeners. The multi-weekly ABC *John Conte Show* for Stokely-Van Camp is another example, he says.

Mr. POTTER

Mr. Potter considers himself a pioneer's pioneer in radio. He was a ham operator in 1920. The following year however, when only 15 years old, he had his own commercial station, WBAB Syracuse, under Dept. of Commerce sanction.

He sold time to local merchants and instead of cash, he got paid in tools, groceries, merchandise or anything else he thought the Potter family might use.

For programming he put local minstrels on the air, rounded up dance bands, played records, built his own dramatic and variety shows with amateur talent, read daily newspapers and broadcast the first symphony in the city.

Young Mr. Potter operated WBAB for two years, then gave it "for free" to a high school pal when the Potters moved to California in 1923.

A native of North Adams, Mass., he received early education in Syracuse and later attended the U. of California at Berkeley, majoring in electrical engineering and business administration.

Working his way through colle

(Continued on page 82)

beat

ARRIT A. LYDECKER, vice president, Biow Co., N. Y., to Hewitt, gilvy, Benson & Mather, that city, in same capacity.

OBERT L. LAHUE joins W. S. Roberts Inc. Phila., as director of production and media.

ENNETH L. BROWN appointed copy chief in advertising department Wyeth Inc., Phila.

ILLIAM G. MICKLEY, promotion manager of Pierce-Phelps Co., Phila., ins creative staff of Beaumont, Heller & Sperling, Reading, Pa.

TANLEY RESOR, president of J. Walter Thompson Co., N. Y., elected rector of Scott Paper Co., Chester, Pa.

OY A. MEREDITH, MacManus, John & Adams Inc., N. Y., named director of radio and television department. H. G. FOWNES Jr. promoted to post of director of radio and television production, with headquarters in N. Y.

r. Meredith

WILLIAM ESTY & Co., N. Y., has reopened Hollywood office to service its television shows, with ARNOLD WESTER, formerly with Metro-Goldwyn-Mayer Studios, in charge.

DEAN LaPOINT, Bowman & Block, N. Y., named manager-account executive of Vance Shelhamer Adv., Seattle.

HENLEY HUNT, vice president, Advertising Engineers, L. A. assumes presidency of his own agency, W. H. Hunt & Assoc., 6399 Wilshire vd., L. A. RAYMOND J. CARPENTER, former partner of Mail-Ad , named new agency's vice president.

AYMOND C. KARSTED, director of media and market research with enn, Jordon, Stoetzel Inc., Chicago, to Henri, Hurst & McDonald that y. ERIC AJELLO joins latter agency's radio-TV department as writer-oducer.

M. HALVORSEN, advertising and marketing instructor U. of Neaska, and ROBERT DENIS, assistant advertising manager, Montmery, Ward & Co., Denver, form Halvorsen-Denis Adv., 1135 Pearl St., ulder, Col.

CARD VON KLEIST, United Press correspondent, Lynchburg, Va., Hixson & Jorgensen, L. A., as editor of *Richfield Eagle*, Richfield Oil employe magazine.

AL DAVIS, vice president in charge of promotion and publicity, Kenyon & Eckhardt, N. Y., and DONALD C. MILLER, vice president in charge of agency's Detroit office, elected members of board of directors.

Mr. Miller

ROBERT B. OWENS Jr., Young & Rubicam, N. Y., to Lennen & Mitchell, that city, as vice president-account executive.

Mr. Davis

ANK F. B. HOUSTON, account executive, Abbott Kimball Co., L. A., nsferred to San Francisco office.

RRY SMITH, account executive, West-Marquis Inc., Long Beach, lif., transferred to Los Angeles office.

ORT SIMON appointed general counsel for League of Advertising encies, group of 40 agencies in New York.

TRAHAN returns to Clark & Richerd, Detroit, as director of TV and blic relations after one year absence.

WARD E. GARON Jr., sales promotion manager with Montgomery, rd & Co., to Aubrey, Finley, Marley & Hodgson, Chicago. Other adtions to agency staff include WILLIAM WALLACE, JEAN MOORE GEORGE RESEK.

YMOND A. SHOLL & Co., Phila., moves to larger quarters in Land e Bldg. Phone is Rittenhouse 6-2839.

N M. COLLINS Adv., Phila., relocates in Commercial Trust Bldg., t city.

3,200 a minute...

AL SISSON

That's *RADIO'S* Record on this Booklet Offer!

The facts of this case history are so astounding that they'll speak for themselves in the simplest telling:

The Lincoln Rochester Trust Company, each weekday at 7:30 in the morning, presents a chatty, homespun commentary by Al Sisson. On February 4, 5 and 6 Al devoted approximately 2½ minutes of his program to offering a free booklet entitled, "1003 Household Hints." Listeners could get it only by *calling in person* at any one of the bank's offices.

The bank had a supply of 25,000 booklets. After the third broadcast, 24,000 people had called for their copies and all further mention of the offer had to be cancelled!

Simple proof, isn't it, that RADIO's ability to reach people and sell people remains unchallenged? Of course, it must be added that the station was WHAM—which has more listeners—99.3% of the time—in 16 Western New York counties, than any other radio station!

WHAM

The Stromberg-Carlson Station
Rochester, N. Y.

Basic NBC—50,000 watts—clear channel—1180 kc

GEORGE P. HOLLINGBERY COMPANY, NATIONAL REPRESENTATIVE

KLZ—30 YEARS OF SERVICE

DR. FLORENCE SABIN
Denver, Colorado
Woman of the Year for Science

"KLZ has done wonders in health education."

Dr. Florence Sabin, vice-chairman, Board of Health and Hospitals, Denver, says "KLZ has done wonders in health education."

Nationally-known Dr. Sabin—named "Woman of the Year for Science" in 1951 by the Associated Press and winner of the 1951 Lasker Award—is one of many noted Colorado leaders who have praized KLZ's approach to community problems through painstaking public service programming.

KLZ

5000 WATTS—560 KC
CBS RADIO

DENVER'S NO. 1 STATION

REPRESENTED NATIONALLY BY THE KATZ AGENCY

new business

Spot • • •

HANSEN BAKING Co., Seattle, and JORDAN BAKING Co., Tac... using 504 announcements on KIRO, KOMO, KJR and KVI Sea... KMO and KTAC Tacoma, KXRO Aberdeen, all Wash., plus ... announcements on KING-TV Seattle to promote Sunbeam, new br... name. Agency: Elliot, Goetz & Boone, S. F.

SWIFT & Co., Chicago, for Vigoro using TV spots and partici... tions in Seattle, Houston, New Orleans, Salt Lake City, Cleveland a... Chicago for from two to 13 weeks. Spot radio being used in Hous... and may be expanded. Agency: J. Walter Thompson Co., Chicago.

CALIFORNIA INTERNATIONAL FLOWER SHOW, Inglewood, Cal... starts concentrated spot announcement campaign in Los Angeles area ... 24 radio and seven TV stations. Agency: Smalley, Levitt & Smith, L. ...

DEPREE Co., Holland, Mich., buying three shows on WENR-T... Chicago for its Nullo Deodorant tablets. Market may be added aft... 26-week sponsorship of *Dangerous Assignment*, Tues. 10-10:30 p.m... *Austin Kiplinger and the News*, Mon.-Wed.-Fri. 11-11:10 p.m., and ... weather forecast, Mon. 6:10-6:20 p.m. Agency: Dancer-Fitzgerald-Sam... ple, Chicago.

JULIUS KAYSER & Co., Sherbrooke, Que. (women's wear), has starte... spot campaign on number of stations across Canada. Agency: Canadia... Adv. Agency, Montreal.

L. E. SHAW Ltd., Halifax (tile products), has started five minute humor... ous commentary thrice weekly on four Canadian Atlantic coast station... Agency: Imperial Adv., Halifax.

Network • • •

MILES LABS., Elkhart, Ind., renews *News of the World*, 6:30-6:45 p.m... and *One Man's Family*, 6:45-7 p.m., both five days weekly on NBC... effective March 31 for 52 weeks. Agency: Geoffery Wade Adv., Chicago.

ELECTRIC AUTO-LITE Co., Toledo, Ohio, to sponsor preview telecas... of New York's Auto Show on CBS-TV April 1 in place of regula... *Suspense*. Show will originate from Waldorf-Astoria Hotel, 9:30-10 p.m... Agency: Cecil & Presbrey, N. Y.

GENERAL MILLS expanding sponsorship of Fri. installment of *Brid... and Groom*, CBS-TV, Mon. through Fri., 10:30-10:45 a.m., from 15 min... utes to half hour with HUDSON PULP and PAPER Co. sponsorin... Thurs. Agencies for General Mills: Dancer-Fitzgerald-Sample, N. Y... and Knox Reeves Adv., Minneapolis.

SHINOLA DIVISION of Best Foods Inc. (Shinola and Rit), sponsorin... *News Summary*, featuring Larry LeSueur on CBS Radio, Sun. 5:55-6 p.m... effective yesterday (March 23). Agency: Earle Ludgin & Co., Chicago.

Agency Appointments • • •

DICK KNOX PRODUCTIONS, Capistrano Beach, Calif. (ceramic dinner... ware and artware), appoints Walter McCreery Inc., Beverly Hills. Radio... and TV will be used.

THORTON FULLER Co., Phila., and STAPLEX Co., Brooklyn, N. Y... appoint Hopson Adv., Phila.

POPULAR HOME FURNITURE STORES, L. A., appoints Kent Good... man Adv. Hollywood. TV is being used.

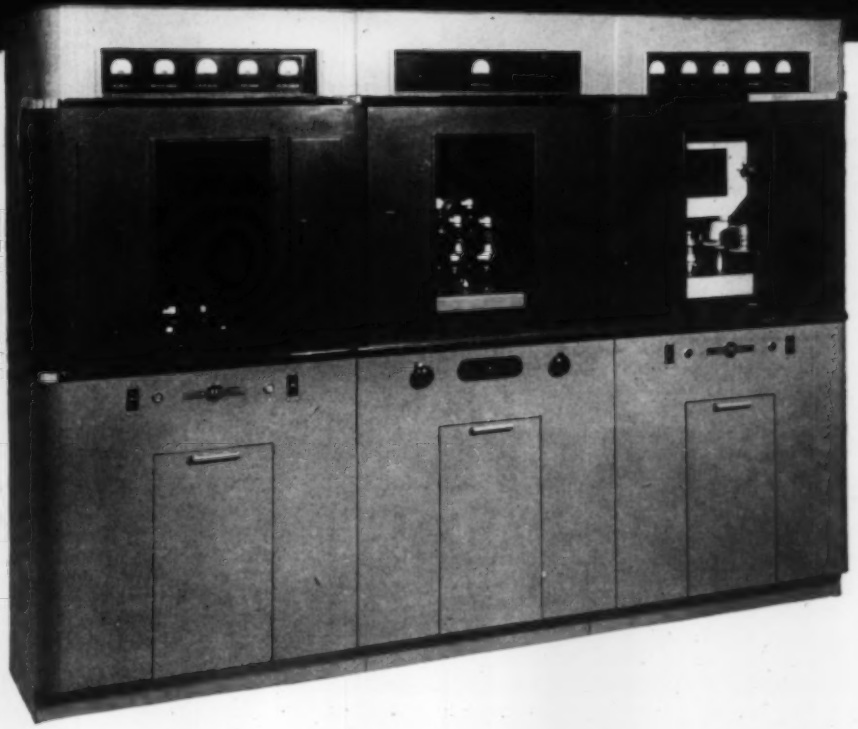
CHESTNUT FARMS-CHEVY CHASE DAIRIES, Washington, D. C... subsidiary of National Dairy Products Corp., appoints N. W. Ayer & Son... Phila.

CONSUMERS & DISTRIBUTORS INSURANCE EXCHANGE, L. A... (hospital plan and general insurance), and SILENT MAID PRODUCTS... Co., L. A. (garbage disposals), appoint Alvin Wilder Adv., that city... Former is using radio, latter TV.

DE HERIOT Inc., Hollywood (perfumes and Breathtakers, oral deodorant...

(Continued on page 78)

NEW COLLINS 21E 5 KW BROADCAST TRANSMITTER



- Operating economy.
- Simplified circuits.
- Simplified frequency control — low temperature coefficient crystals (no oven required).
- Single external unit — open, dry type transformer.
- Built-in modulation peak limiting.
- Full visibility of all tubes.
- Complete accessibility.

THE NEW Collins 21E 5 kw broadcast transmitter is the completing unit to the great new line of advanced design Collins broadcast transmitters. Smart, modern styling is combined with up-to-the-minute engineering in the handsome, thoroughly dependable 21E.

Great simplification has been achieved in the circuits associated with the modulator and power amplifier driver stages through use of the recently developed high gain, long lived tetrodes. Employment of these efficient tubes also permits the use of low drain, low cost, receiver type tubes in the amplifier stages. Frequency control is by means of the new plug-in, super stability, low temperature coefficient crystals, which eliminate the need for crystal ovens.

Peak limiting automatically clips audio peaks at approximately 1 db above 100% modulation.

For 10 kw operation, the 5 kw 21E may be transformed into a 10 kw 21M. Any specified carrier frequency from 540 to 1600 kc is available.

SEE THE NEW COLLINS 21E AT THE NARTB CONVENTION

FOR BROADCAST QUALITY, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St.
NEW YORK 18

1937 Irving Blvd.
DALLAS 2

2700 W. Olive Ave.
BURBANK

Dogwood Road, Fountain City
KNOXVILLE

open mike

EDITOR:

. . . I read with great interest the editorial [March 17] on irresponsible promotions.

Long ago a journalism professor of mine . . . stressed strongly to us the necessity of intestinal fortitude and integrity on the part of a [publication] in keeping advertising and editorial activities unrelated. You have them.

. . . Wherever the station mentioned is located, the public and the broadcasters there will undoubtedly treat the situation to the long-haul benefit of the listener and the sponsor who make all of our businesses possible . . .

Paul R. Fry
President
KBON Omaha,
KOLN Lincoln, Neb.

* * *

Giving and Receiving

EDITOR:

I was quite interested to read the "Feature of the Week" story in your issue of March 10 relative to the "noncommercial contracts" and invoices made out by WCTC New Brunswick, N. J., and sent with a "paid-up" statement to their many public service clients. This implies the idea of a great obligation due to the station on the part of each public service broadcaster. While I appreciate the many dollars worth of time "given" by radio and television stations for such public service programs, I want to point out some pertinent facts which many station managers apparently overlook. . . .

Unfortunately, some stations feel they have done their "FCC duty" if they "give" a certain amount of public service time; but I believe they have a further obligation to the public and themselves to see that such time is fully utilized in the best interests of the public. Another unfortunate angle is the "what the hell" attitude of some station personnel with reference to a public service "free" program. . . .

This letter is definitely not written in any belligerent or argumentative mood, but rather in a spirit of enlightenment . . . and merely to points out to stations . . . that they are also receiving something of inestimable value in return. . . .

W. Howard Lenhart
Council of Churches
of Alleghany County
Pittsburgh

Just What He Needed

EDITOR:

Many thanks for the reprints of "How Industry Makes Friends for Radio" from B•T Feb. 25 issue.

This is the idea we have been looking for, not knowing just what to do. . . .

Carl Kolata
Vice President
WTTN Watertown, Wis.

* * *

Back Copy

EDITOR:

We would like your permission to reproduce the article by Harold Fellows that appeared in the Nov. 12, 1951, issue of your publication that dwelled upon the subject of what would happen "if all advertising in the United States was stopped at 10 o'clock this morning." . . .

Powell Adams
Sales Promotion
Skelly Oil Co.
Kansas City, Mo.

* * *

Delicate Balance

EDITOR:

. . . I believe most normal humans are a bit sensitive about having their careers exposed to print. But your publication has handled this so well that it satisfies my sense of pride without doing more than endangering my sense of modesty.

Norman H. Strouse
Vice President
J. Walter Thompson Co.
Detroit

[EDITOR'S NOTE: Mr. Strouse refers to an "On All Accounts" profile about him in the Feb. 28 issue.]

* * *

Echoes of Hadacol

EDITOR:

Since the famous Hadacol contests through which scores of stations gave Hadacol thousands of dollars worth of time for the chance of winning a prize, the practice has grown rapidly of baiting stations into giving a lot of publicity in prize contests. It's unfair to competitive advertising paying regular card rate, for it's really a terrific rate cut.

We think all stations should refrain from giving extra publicity for the chance of winning a prize.

B. J. Parrish
General Manager
KOTN Pine Bluff, Ark.

* * *

Distance Record?

EDITOR:

The 10 w student FM radio station at Kansas State College, Manhattan, Kan., has just set a record with probably the longest remote

(Continued on page 16)

Let's FACE *the* FACTS

Radio has always given the advertiser the greatest coverage —the lowest cost per thousand . . . yet some people want radio to slash their rates. Radio is a bargain buy—it always has been.

Printed media have been increasing their rates—even in the face of dips in circulation. Are the same advertisers who are asking radio to reduce rates also asking printing media to reduce theirs?

In the four years between 1946 and 1951, there was an increase of 1,281,000 radio homes in WGN's coverage area.* During this time you didn't get a letter saying, "We are increasing our rates 25% even though the number of radio homes has increased 34%!"

Let's face the facts. Radio is your best buy and in Chicago YOUR BASIC BUY IS WGN.

*Nielsen Radio Index

A Clear Channel Station . . .
Serving the Middle West
MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peach Street
Chicago—307 N. Michigan Avenue • San Francisco—400 Montgomery Street

Selling time in today's highly competitive market is a man-size job. It takes men who know. Men with contacts. Men with experience . . . with background . . . with ability to present a sales story, not only persistently but effectively!

This is an excellent definition of the men who make up H-R Representatives! The owner-partners are widely experienced in every phase of advertising, station ownership, management and sales. The men associated with this organization are mature sales-seasoned veterans in this field. Thus H-R is in the enviable position of being able to "send out a man to do a man's work" . . . to give each station on their list the *finest* representation available.

405 Lexington Ave.
New York 17, N.Y.
Murray Hill 9-2606

35 E. Wacker Drive
Chicago 1, Ill.
RAndolph 6-0113

110 Sutter Street
San Francisco, Calif.
Exbrook 2-3407

6253 Hollywood Blvd.
Hollywood 28, Calif.
Granite 1480

H-R **REPRESENTATIVES, inc.**

RADIO — TELEVISION

CONVENTION HEADQUARTERS • BLACKSTONE HOTEL • DROP IN!

NOW!

More Than One Million Radio Families* in the WMC market area

*Estimate based on 1949 BMB Survey projected through 1951.

Today in the Memphis and Mid-South market area there are one million radio families. This does not include the tremendous bonus of automobile radios, all adding up to make WMC and WMCF the greatest medium of advertising ever made available to sell the Mid-South market.

LOOK AT THESE FACTS:

- 406,034 persons now live in urban Memphis
- Memphis 2nd largest city in area of over 31 million people
- Memphis market a two billion dollar buying potential

Since 1923 Memphis' leading radio station has been

WMC 5000 WATTS • 790 KC

MEMPHIS

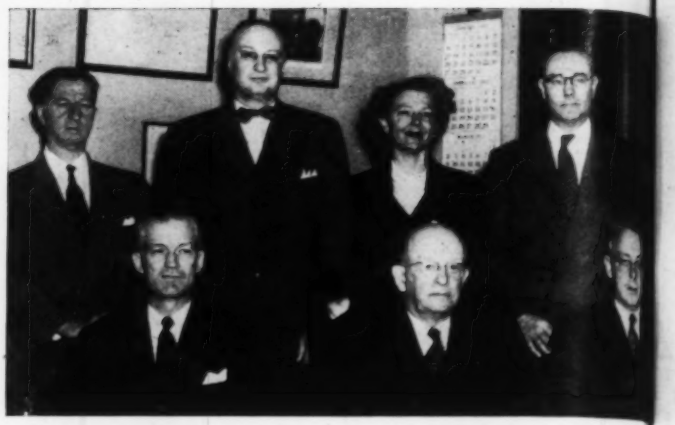
National Representatives, The Branham Company

WMCF 260 KW Simultaneously Duplicating AM Schedule

WMCT First TV Station in Memphis and the Mid-South

CELEBRATING this year its 25th Anniversary of Affiliation with . . . NBC

Owned and Operated by The Commercial Appeal



FORMAL portrait of FCC as now constituted under the chairmanship Paul A. Walker, and including new Comr. Robert T. Bartley. Seated (l to r): Comr. Rosel H. Hyde (R-Ida.); Chairman Walker (D-Okla.); Comr. Edward Webster (Ind.-D. C.) Standing (l to r): Comrs. George E. Sterling (R-Me Robert F. Jones (R-Ohio); Frieda B. Hennock (D-N. Y.); Bartley (D-Te

Open Mike

(Continued from page 14)

hookup ever arranged for such a small station.

Enthusiastic fans contributed funds to underwrite costs for a 1,300 mile remote broadcast of the basketball game between Kansas State College and the U. of California at Berkeley. This may be the long distance record for a broadcast originated by an FM station.

KSDB (FM) is student operated throughout and is a noncommercial radio station for practical training in all phases of broadcasting. Unlike most licensed educational stations, the programming, which is created entirely by students who are aiming toward commercial radio program and production careers, is designed to entertain its listeners according to their tastes rather than to educate the public. . . .

Kenneth E. Thomas
Station Manager
KSDB (FM) Kansas State College
Manhattan, Kan.

* * *

Program Idea

EDITOR:

Recent history has shown what a real boon a "Malik" or "Kefauver" program is to a department of television always in need of better material.

The public also greatly benefits by such programs. First, it is spared the lesser quality programs which the Malik or Kefauver program displaces. Second, such programs provide vital information in detail and in human appeal never before known. Hence the public is in a better position to reach correct conclusions on important problems.

Why not televise the labor-management-government negotiations in the steel industry? Here is a chance to broadcast what we all hope is a good example of democracy at work on a problem where the stake of all the people is far larger than the interests of the immediate participants.

Furthermore the actors are sure to be good; the script promises excellent humor and repartee; there should be moments of unrehearsed spontaneous action.

John F. Clagett
Clagett & Schilz, Attys.
Washington, D. C.

* * *

Don't Sting the Public

EDITOR:

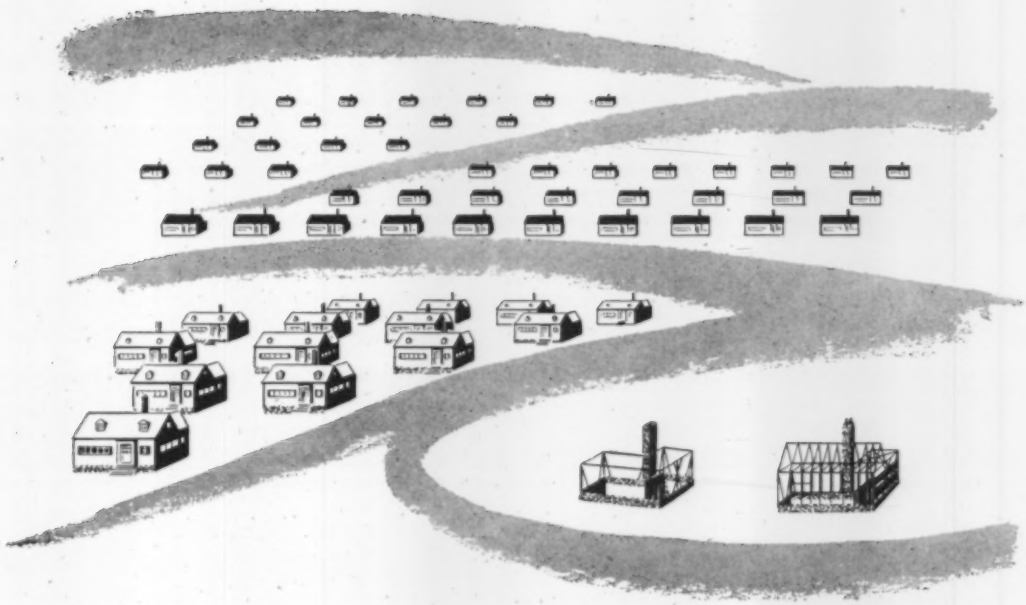
Have . . . read your [editorial] "Cardboard Christmas," in the Ja 28 issue of BROADCASTING • TELECASTING and feel prompted to reply

As continuity chief of KGL Miami, Okla., this past summer had opportunity of coming in co tact with much the same "dea as mentioned. Previous to t receipt of goods offered, the co mercials were delivered and "sol by our announcers, in the firm b lief that the articles mention were well worth the "reasonab price" asked.

But when said articles arriv anyone could see they were wor but a few pennies, *not* dollars. Y should have heard the announce when *they* viewed the articles th had been so faithfully and glo ingly praising . . . and selling. .

Our public has become thoroughly disillusioned with su commercials they are adverse further "taking a chance." Th there will always be what is co monly termed the sucker, who w throw good money after bad anything that comes along; b for the most part, the radio (a TV) audience wants—and w buy—only that which has b *proven* to be even one half as g as the commercial states. . . .

Anne Young
Beverly Hills, Calif.



PRESTO

. ANOTHER POPULATION SHIFT!

New problems in community relations can arise overnight.

Radio has the flexibility to meet them.

Today you see acres of farmland. Tomorrow, on the same site, an organized community of hundreds of families!

In these days of fantastic speed in housing developments, the company that wants good community relations must think fast. Plan fast. Act fast. These new residents are potential customers, employees, suppliers. The sooner you can make a favorable impression, the better.

Radio gets your story into their homes more quickly, and more economically, than any other medium. In many new communities, radio is the *only* medium that reaches anything like a real majority of the homes.

In six of the nation's leading industrial areas.. Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne and Portland, Oregon.. Westinghouse stations offer unique skill in handling community relations problems. They will be glad to show you how the personal touch of radio has helped other companies make friends with their neighbors. Perhaps *your* problems will respond to similar treatment.

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Ludlam's Lodge

Do you want to know whether you can take a dog into Canada on a hunting trip? Or the cost of a hunting license in Ohio? Or how to cook blowfish?

Or do you want to know how to sell more fishing tackle and hunting equipment, or beer, or potato chips, or soft drinks?

If you have a product which appeals to the outdoorsman, young or old, man or woman, "Ludlam's Lodge" can answer these questions.

In the 5-5:30 p.m. Saturday spot on WRC for over a year, "Ludlam's Lodge" is now available to national advertisers. Kennedy Ludlam solves problems in the field of outdoor sports for all his listeners. He's also the man who can solve **your** selling problems in the Washington market—so why not call your nearest NBC Spot Sales office **now** for details?

FIRST in WASHINGTON

WRC NBC

5,000 Watts • 980 KC

Represented by NBC Spot Sales

feature of the week

Senora de Perrin (seated, center) gives opening instructions to XEMX staff. Others at all-woman station are not identified.

PHIL SPITALNY has his all-girl orchestra and there are women softball teams but Mexico City now has an all-woman radio station.

XEMX Paseo de la Reforma, known as "Radio Femenina," debuted March 14 during official ceremonies presided over by Agustin Garcia Lopez, minister of communications.

The new station is managed by Senora Cuca Escobar de Perrin, one of Mexico's notables in the world of radio, theatre and film. XEMX is owned by Luis Martinez Vertiz, owner of XEPH, also Mexico, and former manager of a large department store. It was Mr. Vertiz who, with Dr. Fernando Gonzales Oviedo, conceived the novel idea. They immediately approached Senora de Perrin.

Here was a plan not only to sell products over the radio but also to educate and interest Mexican women, Senora de Perrin agreed. Rates for programs and spots were set at a low level—15 minutes of air time at 7 p.m. is only 45 pesos, exclusive of talent and production. Commercials are informal and written to appeal to women.

Station's staff comprises 35 girls, including 10 announcers, 10 operators and three sales women who sell time to French, English and Mexican clients.

Among its executives are Muriel Reger, formerly with NBC New York and U. S. stations, who is music director, and women prominent in Mexican cultural circles. Senora de Perrin herself presents programs relating to household and social service activities, plus a new type of "soap opera."

strictly business

Mr. NELSON

LLOYD CHARLES NELSON found an easy conversion from radio and agency work to television and films because "AM and TV follow the same pattern except in production."

Mr. Nelson is television director, with a staff of 20, at Vogue-Wright Studios, Chicago, which produces and films television commercials and shows. He also supervises TV work in the New York and Hollywood branches.

Two years ago he started packaging video shows and currently is setting up a national sales organization. Two major weekly quarter-hours are *Dr. Fixum* and *Visiting Nurse*, the latter filmed so it can be telecast 5, 10 or 15 minutes. Spot clients include Studebaker, Kaiser-

(Continued on page 79)

All the Hits and All the Runs are made at Home

AT HOME

WHERE IT COUNTS...

WTOC

DOES THE BEST JOB

a. IN SAVANNAH

b. IN CHATHAM COUNTY

c. WITHIN A 50-MILE RADIUS OF THE CITY.

WTOC

SAVANNAH, GEORGI

5000 W 1290 KC CBS

Represented by

The Katz Agency, Ir

To sell Tooth paste to inland Californians

(AND WESTERN NEVADANS)

. . . Be on the Beeline

Tooth paste or tires, the way to sell in *inland* California and western Nevada is . . . on the BEELINE! It's the five-station radio combination that gives you

THE MOST LISTENERS More audience than the *eleven* other leading local stations needed to cover inland California and western Nevada. (BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. (BMB Standard Rate & Data)

Ask Raymer for the full story on this 3-billion-dollar market—inland California and western Nevada.

McClatchy Broadcasting Company

Sacramento, California Paul H. Raymer, National Representative

Affiliated with Inland California's 3 Leading Papers

THE SACRAMENTO BEE • THE MODESTO BEE • THE FRESNO BEE

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC) 50,000 watts 1530 kc.	Reno (NBC) 5000 watts, day; 1000 watts, night 630 kc.	Bakersfield (CBS) 1000 watts 1410 kc.	Stockton (ABC) 250 watts 1230 kc.	Fresno (NBC) 5000 watts 580 kc.

A million people listen to the Beeline every day

The one and only...

Type TT-10AL/AH...and
will deliver 100 kw (ER

...0-kw TV transmitter

for VHF

...RCA high-gain antenna...
...ER...t the lowest cost per kilowatt

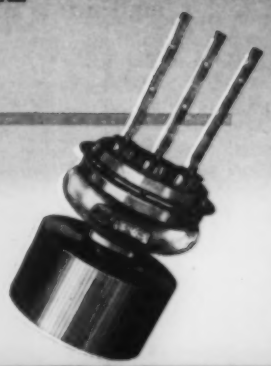
This remarkable new 10-kw TV transmitter, and an RCA high-gain antenna (type TF-12AM), will provide up to 100 kilowatts of effective radiated power. More than twice the power of any commercial TV transmitter operating today—and AT SUBSTANTIALLY LOWER COST PER RADIATED KILOWATT than other transmitter-antenna combinations!

Using an improved type of air-cooled tetrode in the final power amplifier stages, this transmitter removes all former restrictions on interior cooling and floor-space requirements. No water supplies to bother about. No problem setting up the transmitter in tight quarters (it takes approximately half the floor area of previous 5-kilowatt models and weighs substantially less).

The new RCA 10-kw transmitter is available in two types. Type TT-10AL covers channels 2 to 6. Type TT-10AH covers channels 7 to 13.

For complete information on this new 10-kw...call in your RCA Broadcast Specialist. He can show you what you'll need to get "on the air"—with the power you want—at lowest possible cost. Phone him. Or write Dept. 22CD, RCA Engineering Products, Camden, New Jersey.

FOR ANY TV POWER UP TO 200 KW—GO RCA!



The Key to High Power and Low Cost

Improved RCA Air-Cooled tetrode—used in the aural and visual finals. Proved for long life, easy to handle.

RCA **RADIO CORPORATION of AMERICA**
ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

Any misers in the house?

We mean time buyers who guard every dollar of their clients' advertising money. Time buyers who make every dollar do double duty when they buy radio. In Baltimore, the station for them is WITH!

The reason why is simple: WITH's rates are LOW . . . and WITH's audience is BIG. You get more *buying* listeners-per-dollar than from any other TV or radio station in Baltimore.

And here's proof: *WITH regularly carries the advertising of twice as many local merchants as any other station in town.* For just one good reason: WITH produces *low-cost results!* Get the whole WITH story from your Forjoe man today!

W-I-T-H

IN BALTIMORE

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY

BROADCASTING

VOL. 42, No. 12 MARCH 24, 1952

ANA'S GOAL: BETTER FACTS ON ALL MEDIA

A year ago the ANA was busy "proving" that radio values had gone to pot. Now the national advertisers have begun to wonder whether they are getting their money's worth in any medium. They hope to get the answers from the revived Advertising Research Foundation which has $125,000 to spend on putting radio, TV, magazines and other media under the microscope.

Television Is Big But Radio's Bigger

LARGE sections of the weekly radio-TV audience—from 45% to 65% in many instances—can be reached only by radio, C. G. Shaw, vice president of A. C. Nielsen Co., told the Assn. of National Advertisers at its spring meeting in Hot Springs, Va., held last week.

From a cost per 1,000 homes reached, Mr. Shaw said, TV costs average roughly 50% higher than radio generally because of TV's higher production costs and the medium's present stage of development. These figures are based on about two dozen half-hour evening programs for radio and TV.

"Perhaps of greater significance is the fact that the range from lowest to highest cost," Mr. Shaw declared, "was about 4 to 1 for radio and TV. This variation among individual programs far exceeded differences between media, showing that opportunities for the alert advertiser exist in either field." He explained these comparisons are not designed to be used as a measure of the relative effectiveness of the media as sales vehicles for particular products.

Reminding that only 4% of U. S. homes are without a radio, he said 96% of radio homes are also TV homes. The picture shows a range from 64% in metropolitan areas down to 11% in small towns and rural sections.

Using 1946-48 as a base period, he said that radio listening in metropolitan areas is down 7% in the morning, 39% in the afternoon and 54% in the evening. In medium cities, he said, morning radio listening is up 8%, afternoon down 19% and evening down 25%. In small-town and rural sections, on the other hand, morning listening is up 6%, afternoon down 10%, and evening listening is down 4%.

241 Million a Month

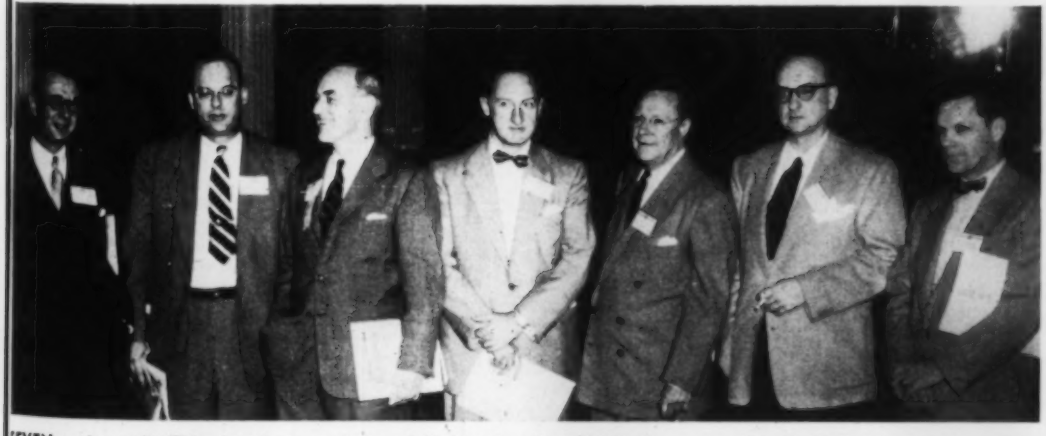
Total "home hours" of radio plus television per day were estimated at 241 million in December, 1951, Mr. Shaw said, with radio accounting for almost two-thirds of the total. The combined total represented an increase of about 31% over the 1946-48 "pre-TV" average, he added, ascribing the growth to more usage per home as well as to the greater number of homes. He noted that while radio represented two-thirds of the combined total for the entire day, its importance ranged from 96% in early morning hours to a little less than half during late evening hours, in terms of number of homes using each medium (radio and TV) per minute.

Listening in radio-only homes during the day continued at or near previous levels, according to Mr. Shaw, with usage higher in non-TV areas. Traditionally, daytime listening has been higher in smaller cities and towns, he reminded. In TV homes, he continued, daytime radio usage approximates that for radio-only homes during the morning but presents a sharp contrast during the afternoon hours as TV set usage increases. He emphasized that the marked step-up for TV at 4 p.m. is accompanied by only a minor drop in radio listening.

"In contrast with the daytime showings," Mr. Shaw said, listen-

(Continued on page 36)

* * *



SEVEN major radio-TV advertisers at Assn. of National Advertisers convention at Hot Springs, Va. (l to r): Carlton Gilbert, U. S. Rubber Co.; H. M. Kennedy, Prudential Insurance Co. of America; David W. Tibbott, New England Mutual Life Insurance Co.; C. T. Smith, American Telephone & Telegraph Co.; Frank Tucker, B. F. Goodrich Co.; John McLaughlin, Tad Jeffery, Kraft Foods Co. Radio-TV talks drew much interest.

Radio Is No Longer Only Sitting Duck

MAJOR national advertisers, demanding to know how they can get the most for their media dollars, last week reviewed an all-advertising research project in which radio and television would be pitted on their merits against competitors.

Meeting at Hot Springs, Va., several hundred members of the Assn. of National Advertisers focused attention on plans to evaluate media, especially in the light of television's obvious impact. These advertisers, representing three-fourths of the total national ad budget, showed a reawakened interest in radio. This was in contrast to the 1951 ANA spring meeting when radio was tagged as a declining medium, especially in television markets.

No Rate Cut Talk

There was no talk of radio-rate-cutting at the Hot Springs meeting. The lamented ANA studies of 1950-51, in which data were whipped up as a means of whittling down radio rates, weren't even topics of corridor conversation among delegates at last week's sessions.

On the other hand the national advertisers are now concerned over the high cost of television, including talent. This is reminiscent of a trend in the '30s and '40s, when they continually complained about radio's rising costs.

A look into the future of radio and television was a feature of the convention's closing session Friday afternoon, with Harold E. Fellows, president of NARTB, offering a series of predictions.

First step to find out what media can do for those who spend their dollars will be revival of the Advertising Research Foundation. This industrywide operation, which has never managed to live up to all the hopes of its advertiser-media-agency backers, has been refinanced and is ready to go into action when the formal go-ahead signal is given, according to ANA and agency officials.

Two key advertising officials laid

(Continued on page 92)

BOOST AM RATES

KOA, WORL, WKBV Revise

A BOOST of approximately 12½% in the local and national spot rates of NBC's KOA Denver was announced last week—first revision of its program rates since January 1944—while even larger percentage increases was announced by at least two other stations.

KOA's boost, effective April 1, applies to both program time periods and announcements, but not station breaks. The new rate card, No. 14, shows gross hourly time costs in Class A segments increasing from $320 to $360, with comparable boosts for other time classifications, while the cost of one-minute announcements goes from $48 to $54 gross in Class A time and rises proportionately in other periods.

Orders accepted prior to April 1 will be protected at current rates for 12 months, while orders received on and after April 1 will be protected for six months.

Station-break rates are unchanged, based on $48 net in Class A time. Nor are the station's network rates—$288 per hour for Class A time—affected by the changes. Officials also said no changes are contemplated in the rates of other NBC-owned stations.

Cites Listener Increase

James V. McConnell, director of NBC Spot Sales, who announced the KOA boosts, noted that "since the effective date of KOA's current program rates (Jan. 1, 1944), radio families in KOA's primary Colorado-Wyoming area have increased 39%. Since the effective date of KOA's current announcement rates (Jan. 1, 1948), radio families in the same area have increased 29%.

Elsewhere, WORL Boston released its rate card No. 2, also effective April 1, which provides for "a general increase in rates of approximately 15%." Spokesmen for the Boston independent noted that this is its first rate rise since the station resumed broadcasting in October 1950 under the new ownership of Pilgrim Broadcasting Co. The one-hour one-time rate remains $120.00.

(Also see earlier story on WKBV Richmond, Ind. raising rates, page 58.)

Day Named V. P.

ROBERT W. DAY, radio and TV director for Albert Frank-Guenther Law, New York, has been elected a vice president. He has been with the agency for the past year. Prior to that, he was radio director of John Hancock Mutual Life Insurance Co., Boston, and radio-TV director of Lynn Baker Inc. and H. B. Humphrey, both New York.

Mr. Day

"Camera Number Three . . . keep your eyes on your work."

TALENT

Bergen Sees CBS, NBC Officials; Other Stars Consider Offers

SESSION between Edgar Bergen and executives of NBC and CBS got under way last week to determine the performer's future radio and television activities. Mr. Bergen, reportedly open to the best offer, also negotiated with Sonny Werblin, Music Corp. of America vice president. All meetings took place in New York.

Conferences are being held to determine whether Mr. Bergen, currently sponsored by Coca-Cola, will continue his present Sunday night show on CBS Radio, switch to NBC or give radio up entirely.

Holding that a weekly TV show uses up a comedian's material too rapidly, Mr. Bergen has been hesitant about involving himself in a weekly TV commitment. He is open to a monthly TV show offer but only if it originates in Hollywood on film produced by his own company with the performer retaining residual rights.

Talent Hassle

The talent battle in other circles continues to rage with CBS and NBC offering deals to both new and established talent. NBC has suggested that Tallulah Bankhead take on a regular TV show next season, produced on the same format as *The Big Show*, Miss Bankhead's weekly radio program.

Loretta Young is considering a show on CBS Television if preliminary talks are successful. Contract would call for a series of half hour filmed programs.

Although CBS claims Jack Benny exclusively, he frequently declares himself a free agent entitled to make his own commitments. Mr. Benny, who would be a welcome addition to the NBC family, is reported determined to leave radio and stick to a monthly television show.

Results of the NBC and CBS discussions with Red Skelton have not been announced [B•T, Feb. 25]. Both networks offered the star long term contracts in both radio and TV but the agreement was to keep the outcome silent for the time.

GULFPORT MEETING

MBA Elects Sepaugh

ELECTION of L. M. (Mac) Sepaugh, general manager of WSLI Jackson, Miss., to the presidency of the Mississippi Broadcasters Assn. took place at the group's annual meeting at the Edgewater Hotel, Gulfport, last week.

Other officers elected include Charles J. Wright Jr., WFOR Hattiesburg, vice president, and Granville Walters, WAML Laurel, secretary-treasurer. Elected for a one year term to the board of directors were Bob Evans, WELO Tupelo; Joe Phillips, WSSO Starkville; Bob McRaney, WCBI Columbus; Charles Newman, WCJU Columbia; Charles Holt, WHSY Hattiesburg, and Buck Hinman, WROX Clarksdale.

At the two day meeting, the group approved a statewide public service broadcast of General MacArthur's appearance in Jackson which was to take place March 22.

Mr. Sepaugh upon his election announced a special committee to handle all arrangements for the BMI clinic in Jackson May 3-4. Committee will be headed by Wiley Harris, of WJDX Jackson.

TELEPHONE 'BEEP'

Recordings Can Be Edited

WOULD elimination of the "beep" signal from tape-recorded telephone interviews used by broadcasters violate any FCC rules or conflict with tariffs filed by the telephone companies?

In an effort to deal with the annoyance, three reporters of NBC's *Three-Star Extra* took the matter up with former FCC Chairman Wayne Coy and then Acting Chairman Paul A. Walker last fall.

The decision: There is nothing in either rules or tariffs to forbid such a procedure if, after recording of the conversation has been completed, the tape is edited to eliminate the signal.

This opinion was contained in FCC Chairman Walker's answer to the question put by newsman Ray Henle. As a result, on March 19 for the first time, *Three-Star Extra* carried an "unbeeped" tape telephone interview between newsman Ned Brooks and Bradshaw Mintener, a leader of the Eisenhower Minnesota write-in campaign.

Hearings Planned

Last December, Mr. Coy advised Mr. Henle that extensive hearings were held on this question and FCC regulations then specified that the "beep" be required in phone conversations. Record of the proceedings revealed that only purpose of the signal is to acknowledge that the conversation is being recorded.

Mr. Henle also noted that "because of the quality of telephone recordings it would, of course, be quite impossible to present them on the radio as anything but telephone recordings and they would be identified as such verbally."

Only occasional use of such recordings is planned on the news program, Mr. Henle added.

JAMES KOVACH TO WQXR

Is Named Station Manager

JAMES E. KOVACH, NBC executive for five years, has been appointed to the new position of station manager for WQXR and WQXR-FM, Manhattan outlets of *The New York Times*, Elliott M. Sanger, executive vice president and general manager, announced Wednesday.

Mr. Kovach has been manager of television production operations for NBC and formerly was in charge of NBC radio network program operations. After a vacation, he will report to WQXR April 15, where he will be in general charge of operations, working directly with Mr. Sanger.

Wisconsin Meet

WISCONSIN BROADCASTERS Assn. will meet in Milwaukee at the Plankington Hotel May 5-6 for a BMI clinic the first day and a closed business session the next.

CHICAGO 'SIDE' SESSIONS

Dovetail With NARTB Agenda

AN ARRAY of "side" meetings is being arranged by radio and TV networks and other industry organizations concurrently with the NARTB convention in Chicago this weekend and early next week.

In addition to BAB, which will hold a board meeting and numerous committee sessions aside from its Monday-afternoon full-membership meeting, and the All-Radio Affiliates Committee's independent session for the 354 stations which have contributed to its support [B•T, March 17], the networks will have top officials on hand and in some cases are scheduling formal affiliates' meetings (see story page 32.)

NARTB convention agenda has been pretty well completed, with workshop sessions covering basic radio and TV problems—political broadcasts, the television code and FM operation. The Chicago convention (March 30-April 2) will comprise radio-TV management and engineering conferences, to be held simultaneously.

There were some changes and additions last week. Entertainment plans were announced for the convention banquet, to be held Wednesday evening as an annual feature of the networks and BMI.

BAB Agenda

The BAB convention session will be held at 2 p.m. Monday, March 31, in the Conrad Hilton Hotel's Grand Ballroom. Before that, a breakfast for BAB's state membership promotion chairmen is slated at 9 a.m. Monday, when bureau officials will present a quick outline of plans for the afternoon program, sketch BAB member-services scheduled for the year starting April 1, and outline plans for the forthcoming membership campaign.

BAB officials who will lead the breakfast session include President William B. Ryan, Board Chairman Edgar Kobak, Membership Committee Chairman Allen Woodall of WDAK Columbus, Ga., and BAB Vice President Kevin Sweeney and Local Promotion Director Jack Hardesty.

Additionally, a number of BAB board and committee meetings are scheduled for Saturday and Sunday.

One of the top agenda items for the BAB board meeting is election of a chairman to succeed Mr. Kobak, who sought to resign last fall but agreed to continue in office until the convention so that the board would have more time to nominate his successor.

The All-Radio Affiliates Committee meeting with representatives of its contributing stations will hear a report on the 13-man committee's activities and act upon committee resolutions condemning "the dangerous practice of permitting major advertisers to set our rates for us;" stressing the vital need for radio to maintain a financially strong position in order to remain top sales medium; approving radio promotion campaigns undertaken by and within the industry, and calling upon affiliates to keep a strong "bargaining position" with their networks regarding the changing of their respective network rates [B•T, March 17].

All-Radio Affiliates Committee meeting, to be held at 4 p.m. Monday in the Conrad Hilton's South Ballroom, is heralded as one of "paramount importance to the entire industry." The report of the committee, operating under Chairman Paul W. Morency of WTIC Hartford since its formation at last year's convention, will be submitted as "final report," with the question of maintaining a permanent committee to be decided by those stations which have supported the current one. There appears no doubt in the minds of individual committeemen, however, that a committee of this nature is vital to serve as a watchdog and to help crystalize action to promote radio affirmatively.

The current committee consists of Mr. Morency; Walter J. Damm, WTMJ Milwaukee; John F. Patt, Goodwill Stations; Edgar Kobak, WTWA Thomson, Ga.; Clair R. McCollough, Steinman Stations; George B. Storer, Fort Industry Co. Stations; Hugh Terry, KLZ Denver; Richard M. Fairbanks, WIBC Indianapolis; G. Richard Shafto, WIS Columbia and WSPA Spartanburg, S. C., and WIST Charlotte, N. C.; Robert D. Swezey, WDSU New Orleans; Leonard Kapner, WCAE Pittsburgh; Ben Strouse, WWDC Washington; and Kenyon Brown, KWFT Wichita Falls, Tex. (In the listing of the committee members in the March 17 issue the names of Messrs. Damm and Patt were omitted inadvertently.)

Swezey to Preside

Schedule for the TV business session Monday morning has been revamped. Mr. Swezey, representing WDSU-TV New Orleans and chairman of the NARTB Television Board, will preside, with Thad H. Brown Jr., TV director and counsel to the television board, reporting on those activities.

TV management session has been moved to 9:30 a.m. Wednesday. Dwight Martin Jr., vice president of WLWT (TV) Cincinnati, will deliver the keynote remarks, and participate in a panel previously announced. They will discuss growing problems of station management with particular reference to labor relations. Richard P. Doherty, NARTB employe-employer relations director, will be staff representative.

Special presentation to the founders of NARTB, originally scheduled with the "Roaring Twenties" buffet Monday noon, will be held during the Tuesday luncheon with Judge Justin Miller presiding. NARTB President Harold E. Fellows will give the luncheon address in the Grand Ballroom. Special feature marking the association's 30th anniversary, "The First 30 Years are the Easiest," has been cancelled.

Tuesday morning, Mr. Fellows will introduce a general session on "Signs of the Times" in the Grand Ballroom, with Judge Miller presiding. Outlook for business (speaker unannounced), critical materials (Henry H. Fowler, administrator, National Production Authority) and legislation (unannounced) will be aired.

Workshop sessions on merchandising—"The Way to More Business"—will be followed with a panel on "Politics and Broadcasting in '52." This comprises an outline of convention plans and election coverage, plus a review of "get out the vote campaigns." Broadcasters will be apprised how much money is expected to be spent in radio-TV political advertising "and how to get your share."

Clair R. McCollough, WGAL-AM-TV Lancaster, Pa., will preside over a panel to include Kenneth Fry and Edward T. Ingle, radio-TV directors of the Democratic and Republican National Committees, respectively; Sig Mickelson, CBS-TV, chairman, Television Political Conventions Coverage Committee, and William McAndrew, NBC, chairman of radio coverage counterpart group. Ralph W. Hardy, NARTB government relations director, and Robert K. Richards, public affairs director, will be staff representatives. Session will be held 2:30-4 p.m.

Following meetings will be devoted to management, with C. L. (Chet) Thomas as keynoter. Streamlining of operations, wage and labor problems and latest

(Continued on page 32)

Unfinished Business: Rates . . . . . AN EDITORIAL

THOUGH a full agenda of speeches and workshop sessions on subjects of almost every conceivable interest to broadcasters has been arranged for the forthcoming NARTB convention, it is not unreasonable to predict that one subject will dominate the assembly this year.

It will be the same subject that overshadowed all others last year at the same location: radio rates.

On the eve of the 1951 convention CBS announced a 10% reduction in radio network rates. It was that announcement that evoked the formation of the Affiliates Committee, spontaneously created during that convention to try to fend off a general collapse of network rates.

A year has passed, and, although all network rates have settled to the equivalent ratios that prevailed before the CBS cut, a general collapse has certainly been prevented. In no small way the avoidance of disastrous declines has been due to the Affiliates Committee.

The Committee has influenced the course of radio simply by lending the prestige of its membership, which includes some of the real business statesmen of broadcasting, to the advocacy of measures supporting radio and opposing those who would degrade it.

It has undertaken no elaborate or expensive projects of its own. Its influence has been exerted through the subtler means of expressing opinions that are representative of this extraordinary coalition of broadcasters who in many cases are in competition with one another but who on the larger issues are able to present a united front of principle.

At Chicago on March 31 the 354 paid-up members of the Affiliates Committee will decide whether the organization should continue to exist and, if so, to elect officers. They will meet at a time that is no less critical than April 1951. Advertiser pressure for further rate reductions has, if anything, intensified. In some network quarters it is felt that it is only a matter of time until the networks must yield again.

It is to be hoped that the members will vote to perpetuate the Committee and, having disposed of that necessary preliminary, re-elect as chairman the broadcaster whom they chose by acclamation a year ago.

Paul W. Morency, WTIC Hartford, was drafted at the Committee's remarkable first meeting in 1951. Though it is reported that he would like to step down in order to spend more time running his station, he could hardly turn aside another draft in 1952.

He is a leader who has always heeded a call to duty. Another call should be made March 31.

CBS NET INCOME

Tops $6 Million in '51

CBS in 1951 earned a consolidated net income of $6,360,097, or $3.10 a share on the average of 2,051,491 shares outstanding during the year, Samuel R. Dean, treasurer, reported last week in his annual report to the company's stockholders, distributed as part of the company's annual report.

The increase of some 50% over the $4,105,329 net for 1950 ($2.39 per share on 1,717,352 shares) stems in part from the CBS acquisition on June 15, 1951, of Hytron Radio & Electronics Corp. and in part from special credits of $871,155 (approximately 43 cents a share) from a reduction in depreciation rates allowable for federal tax purposes and from an estimated refund of the 1950 excess profits tax.

CBS gross income for 1951 totaled $175,695,687, compared with a 1950 gross of $124,105,408. Cash dividends of $1.60 per share were paid each year. Earned surplus at the end of 1951 was $35,034,268, compared with $28,572,222 at the end of 1950.

During 1951, Mr. Dean reported, CBS increased its long term borrowing by $20 million "to be used principally for acquisition of television facilities and other assets and for general corporate purposes." Net current assets were increased by $19,845,738.

Merger with Hytron, placing CBS in the business of manufacturing radio and TV tubes and, through the Hytron subsidiary, Air King Products Co. (now CBS-Columbia), radio and TV sets, may well make 1951 "the most significant" year in CBS history, William S. Paley, chairman, and Frank Stanton, president, stated in their joint message to stockholders.

Until last year, they pointed out, "the busines of CBS had been confined almost entirely to broadcasting, in radio since 1927 and in television since 1931, and since 1938 to the manufacture of phonograph records and transcriptions." Decision to expand it to the set and tube manufacturing field stemmed from the development of the science of electronics and the rapid growth of television, they stated.

Noting that the network is in its 25th year, having started operations as CBS on Sept. 18, 1927, "over only 16 stations," the report states that CBS Radio now has 207 outlets and CBS Television 62, of which 51 are interconnected. During 1951 CBS Radio Network added 14 stations; CBS TV Network added one, XELD-TV Brownsville-Matamoros, Mexico.

The financial statement does not reveal the earnings of the individual CBS divisions, but the overall report which covers the year's history of each branch of the company's operations, states that 103 advertisers used CBS Television during 1951, of which 58 placed new business and 41 were new sponsors. Gross billings of CBS-TV were $42,470,844, the company reports, "an increase of 226.4% over 1950 and the fastest rate of growth in billings of all the networks."

The report does not include any comparable figure for CBS Radio, but Publishers Information Bureau sets that network's gross time sales for 1951 at $68,784,773 [B•T, Jan. 28]. Report points out that despite the reduction in time costs to advertisers of about 10% which was made last July, "the CBS Radio Network was again first in advertising revenue, increasing its lead over the second network from 15% in 1950 to 27% in 1951. According to published figures, CBS Radio also increased its share of all network business to the highest in history—39% of the total."

RCA SALARIES

Sarnoff Gets $200,000, Folsom $165,000

BRIG. GEN. DAVID SARNOFF, RCA board chairman, received a salary of $200,000 in 1951; Niles Trammell, NBC board chairman, $100,000 plus incentive compensation of $25,000, and Frank M. Folsom, RCA president, a salary of $165,000, according to a tabulation of payments made last year by RCA to its directors included in a proxy statement sent to stockholders.

The statement notes that four directors are to be elected at the annual RCA stockholders' meeting to be held May 6 in the RCA Bldg., New York.

Official nominees, present directors whose terms expire this year, are Walter A. Buck, vice president and general manager, RCA Victor Div.; John T. Cahill, senior member, Cahill, Gordon, Zachry & Reindel, legal firm retained by RCA; Gano Dunn, president, J. G. White Engineering Corp.; Edward F. McGrady, consultant to RCA after having been vice president from 1938 to 1951.

Wages Listed

Mr. Buck last year received from RCA $73,750 in salary and $36,500 in incentive compensation. Mr. Cahill received fees of $3,550 for services as director of RCA, NBC and RCA Communications and his law firm was paid $375,000 for legal services.

Mr. Dunn, for his services as consulting engineer and as a director of RCA, NBC, RCA Communications and RCA Institutes, was paid $29,100. Mr. McGrady received $22,650 as consultant, director of RCA, NBC and RCA Communications and as RCA vice president.

The list also shows that John Hays Hammond Jr. was paid $800 last year as an RCA director and his companies, Hammond Research Corp. and Radio Engineering Co., were paid $36,000 for research and engineering services to RCA. George L. Harrison got $2,200 for serving as a director of RCA, NBC and RCA Communications.

Mrs. Douglas Horton received $600 for serving as a director of RCA and NBC. Harry C. Ingles received $35,000 in salary and $10,000 in incentive compensation as president of RCA Communications.

Charles B. Jolliffe, as vice president and technical director of RCA and executive vice president of the RCA Labs Div., received $65,000 in salary and $20,000 in incentive compensation.

Other Payments

In addition, RCA paid $3,653 for Mr. Buck, $99 for Mr. Cahill, $10,812 for Mr. Folsom, $2,520 for Mr. Ingles, $4,182 for Dr. Jolliffe, $1,513 for Mr. McGrady, $12,423 for Gen. Sarnoff and $6,138 for Mr. Trammell into a retirement fund under a plan supported by contributions from both the corporation and its employes.

This fund is now paying Mr. McGrady annual retirement benefits of $1,530. If they survive and continue in the employ of RCA until they are 65, Mr. Buck will receive $7,130 a year; Mr. Folsom, $19,930; Mr. Ingles, $960; Dr. Jolliffe, $11,670; Gen. Sarnoff, $67,720, and Mr. Trammell, $33,650. "At that time," the proxy statement says, "David Sarnoff will have completed nearly 50 years of service with RCA and its predecessor and will have contributed more than $118,800 of his own funds towards his retirement income and Niles Trammell will have completed more than 36 years of service and contributed nearly $82,000 of his own funds."

In addition to the election of four directors, the business agenda for the stockholders' meeting calls for the appointment of independent public accountants (with the reappointment of Arthur Young & Co. recommended) and for action on a proposal that the incorporation papers of RCA be amended to permit cumulative voting for directors (which the management opposes).

PLAGIARISM SUIT

Maxson Judell Names ABC

PLAGIARISM suit for $604,000 was filed March 19 against ABC by Maxson Judell, writer, in Los Angeles Superior Court.

Complaint charges ABC started a radio program called *Fun Factory* in January 1950 while fully cognizant of Mr. Judell's literary rights to *Fun Shop* and ideas expressed in a syndicated column in 1923, in movie shorts in 1924 and in a book published in 1927.

Radio-TV format was presented to the network as early as 1936, according to Mr. Judell.

HERE is signing of contract between William J. McNally (l), chairman of the board, Mid-Continent Radio-Television Inc., and Joseph H. Ream, executive vice president, whereby Mid-Continent acquires 53% interest in WCCO Minneapolis-St. Paul, CBS-owned radio outlet, and CBS acquires 47% interest in WTCN-TV same city, subject to FCC approval [B•T March 10].

RATNER RESIGNS

Leaves Macy's PR Post

RESIGNATION of Victor M. Ratner as vice president in charge of sales promotion and public relations for Macy's New York department store was announced last week by Jack I. Straus, president of R. H. Macy & Co., parent organization, to be effective April 1.

Mr. Ratner

He will be succeeded by Charles Bartlett, vice president in charge of sales promotion of Macy's, San Francisco, since December 1945.

Mr. Ratner joined Macy's in October 1949, having previously served as vice president in charge of advertising and promotion for CBS. He will return to the broadcasting industry by opening his own office for public relations and production activities at 515 Madison Ave., also effective April 1. Among his accounts is an assignment on television programming for the William Morris Agency. He also has been retained by Charles Einfeld of 20th Century-Fox, and by the Council of Motion Picture Organizations to develop an institutional campaign for the motion picture industry.

Collins Net Up

COLLINS RADIO Co., Cedar Rapids, Iowa, last week reported earnings of $847,326 or $2.66 per common share for the six months ended January 31, compared with $132,161 or 35 cents a share for the same period a year ago. Sales rose to $28,481,163, nearly five times those in the first half of last year when sales totaled $5,853,14[illegible]

CONSTRUCTION BAN

Lifting for Radio-TV

RON CURTAIN around new dio-TV station construction was rtly lifted by the government t week and industry glimpsed the first time in months a re- rn to normalcy because of easing materials.

There were developments which inted the way to perhaps un- ited building and other projects ginning July 1. More impor- ntly, they served to materially duce fears that lifting of FCC's V freeze would find a raw ma- rials problem in 1953.

Highlights in the materials pic- re stemmed from actions taken the Defense Production Admin- tration and National Production uthority which:

- Indicated that all industrial adio-TV station) construction ill be authorized sometime after ly 1, with assurance of materials fall to complete any projects ught by broadcasters.
- Announced a new list of ants to broadcasters for ma- rials during the second quarter April-June) and revealed that all plications currently on file will e approved for allotment in the rd and subsequent quarters."
- Hinted that certain vital ma- rials (steel and aluminum) may decontrolled by year's end and at broadcasters desiring to make inor installations or alterations ay be permitted to self-authorize rger quotas of metals.

Definite Action

Talk of easing restrictions has en rampant for the past month, t not until last week did DPA- PA take concrete action to for- alize it [B•T, March 3]. First off on TV station picture came t Monday at a news conference ld by DPA Administrator Manly leischmann and NPA Adminis- tor Henry Fowler.

In response to a question, Mr. Fleischmann said the new construction policy "is an indication that more materials will be available in the third and fourth quarters" for television stations.

At the same time, Mr. Fowler indicated that a decision would be forthcoming shortly on NPA's color TV equipment manufacture ban (see story page 63).

Mr. Fleischmann diluted this optimism, however, with a reservation: A possible nationwide steel strike could paralyze American industry and play havoc with NPA materials estimates.

"There will be more materials, particularly structural steel, available in the third and fourth quarters," Mr. Fleischmann said. He urged that "individuals and companies interested in the construction of projects will now begin active planning work on such projects and file CMP (Controlled Materials Plan) applications for materials for the third and fourth quarters."

Mr. Fleischmann added that a "substantial number of new starts will be authorized for the third quarter" along with materials. In cases where materials aren't readily available, he explained, "permits to commence construction will be granted anyway."

In the latter instance, he said, "preference will be given to projects in particular areas which have been especially hard hit by the lack of defense construction and the curtailment of ordinary peacetime construction." These are so-called "hardship" areas [B•T, March 17].

Filing Procedure

Broadcasters may file on the conventional Form CMP 4 C, obtaining applications from the regional or local Dept. of Commerce office or NPA Washington headquarters. They will be routed to NPA's Industrial Expansion Division in the Construction Controls Bureau.

This picture will be carried by NPA to the nation's radio-TV broadcasters at the 30th annual NARTB convention (see story page 25). J. Bernard Joseph, chief of the Broadcast and Communications Equipment Section, NPA Electronics Division, will explain different regulations. He will stress scheduling of orders and urge broadcasters to take advantage of self-authorization orders—25 tons of steel, 2,000 pounds of copper and

(Continued on page 30)

Golf Tournament

ADVANCE entry for the annual NARTB convention golf tournament for the BROADCASTING • TELECASTING trophies may be made at any of the magazine's bureaus. The tournament will be held Sunday, March 30, at Bunker Hill course in outlying Chicago. Buses will leave the south entrance of the Conrad Hilton Hotel at 9 a.m. Trophies will be given for low net, based on the blind bogey handicap formula, and for low gross. Nineteenth-hole party will wind up the tournament.

WGBS Raises Riordan

PPOINTMENT of Francis J. rdan as sales manager of GBS Miami was announced last k by Manag- Director Mil- Babcock. A mber of the rt Industry Co. tion's sales ff for the past years, he suc- ds Mr. Bab- k in the sales anagership. . Riordan en- ed radio as an ployee-trainee at the NBC cen- l division in Chicago, while he s attending school. After war- e service in the army, he moved WGBS in 1945 as sales promo- n manager, transferring to the es department a year later.

Mr. Riordan

JAN. GROSS

Less Than 1% Below Dec.

SLACKENING in the decline of radio network time sales volume is shown by the Publishers Information Bureau figures for January 1952, with gross time sales of four radio networks—ABC, CBS, MBS and NBC—aggregating $14,477,939, less than 1% below the December 1951 total of $14,619,048.

Compared to January 1951, when the combined radio network gross came to $16,666,712, this January's total represents a decrease of 13.1%. But this difference reflects the 10% cuts in gross rates effected by NBC and CBS last summer rather than a decrease in the use of network radio by national advertisers.

Aside from the generally decreased dollar figures, the radio network picture this January differed little from that of the same month of last year. The top 10 network accounts (Table I) for the two Januarys include the same nine advertisers, with Philip Morris Co., replacing Gillette Safety Razor Co., the only change from last year.

Nineteen of the 24 advertisers listed in Table II as top buyers of network radio time in January in their respective categories are the same advertisers who topped their classes in January 1951. The rank order of the categories, according to the expenditures of each for network time, is unchanged from the opening month of 1951 to that of 1952 for the first five classes. Of the second five groups, four are the same for both years, although the rank order varies.

TABLE I.

TOP TEN RADIO NETWORK ADVERTISERS FOR JANUARY 1952

1.	Procter & Gamble	$1,469,259
2.	Sterling Drug	683,732
3.	Lever Bros. Co.	631,802
4.	Miles Labs	620,546
5.	General Foods Corp.	612,111
6.	Liggett & Myers	507,608
7.	General Mills	503,759
8.	American Home Products Co.	408,595
9.	Philip Morris Co.	405,798
10.	Colgate-Palmolive-Peet	341,415

TABLE II

TOP RADIO NETWORK ADVERTISERS BY PRODUCT GROUPS FOR JANUARY 1952

Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 30,980
Apparel, Footwear, Acces.	Brown Shoe Co.	14,045
Automotive, Auto. Acces. & Equip.	General Motors Corp.	129,297
Beer, Wine, Liquor	Pabst Brewing Co.	80,230
Building Materials, Equip. & Fixtures	Johns-Manville Corp.	72,676
Confectionery & Soft Drinks	William Wrigley Jr. Co.	147,147
Consumer Services	Electric Companies Advertising Program	64,028
Drugs & Remedies	Sterling Drug Inc.	632,848
Food & Food Products	General Foods Corp.	604,839
Gasoline, Lubricants & Other Fuels	Standard Oil Co. of Indiana	106,778
Household Equipment	Philco Corp.	144,310
Household Furnishings	Armstrong Cork Co.	33,136
Industrial Materials	U.S. Steel Corp.	97,560
Insurance	Prudential Insurance Co.	136,782
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	91,380
Office Equip., Writing Supplies & Stationery	Hall Brothers	81,125
Publishing & Media	Book Associates	26,312
Radios, TV Sets, Phonographs, Musical Instruments & Access.	RCA	57,910
Retail Stores	Dr. Hiss Shoe Stores	948
Smoking Materials	Liggett & Myers Tobacco Co.	507,608
Soaps, Polishes & Cleansers	Procter & Gamble Co.	937,800
Toiletries & Toilet Goods	Procter & Gamble Co.	386,118
Transportation, Travel & Resorts	Assn. of American Railroads	61,045
Miscellaneous	American Federation of Labor	103,672

TABLE III

RADIO NETWORK BILLINGS CLASSIFIED BY PRODUCT GROUPS JANUARY 1952, COMPARED WITH JANUARY 1951

Class	Jan. 1952	Jan. 1951
Agriculture & Farming	$ 59,987	$ 58,761
Apparel, Footwear & Acces.	23,405	130,124
Automotive, Automotive Access. & Equip.	406,608	507,689
Beer, Wine & Liquor	198,268	342,782
Building Materials, Equip. & Fixtures	72,676	112,528
Confectionery & Soft Drinks	547,130	546,894
Consumer Services	170,730	245,637
Drugs & Remedies	1,890,958	2,297,641
Food & Food Products	3,411,771	4,134,288
Gasoline, Lubricants & Other Fuels	474,508	574,299
Household Equipment	351,522	199,362
Household Furnishings	109,362	68,344
Industrial Materials	216,403	188,325
Insurance	343,948	243,242
Jewelry, Optical Goods & Cameras	91,380	100,792
Office Equip., Writing Supplies, Stationery	81,125	70,728
Publishing & Media	61,150	78,356
Radios, TV Sets, Phonographs, Musical Instruments & Access.	106,776	164,335
Retail Stores	948	1,056
Smoking Materials	1,770,437	1,843,965
Soaps, Polishes & Cleansers	1,556,733	1,812,689
Toiletries & Toilet Goods	2,076,320	2,372,164
Transportation, Travel & Resorts	91,312	128,150
Miscellaneous	364,482	444,571
Total	$14,477,939	$16,666,712

Source: Publishers Information Bureau

HEARING RIGHTS

Rep. Celler Wants Rules

HOUSE Judiciary Committee Chairman Emanuel Celler (D-N. Y.) last week called the telecasting of congressional hearings "an invasion of individual rights." He spoke before the Federal Bar Assn. in Washington, D. C.

Rep. Celler also urged that definite rules be set up in governing congressional hearing procedure. He thus aligned himself with Sens. Harry Cain (R-Wash.), Estes Kefauver (D-Tenn.) and Margaret Chase Smith (R-Me.) who have been leaders in the Senate for the establishment of committee procedure.

He pointed up that fear, not caution, often dictates legislation. The bar group "must recognize the crucial nature of this problem," he said. ". . . Unless we address ourselves to the examination of this corrosion of our civil liberties, we shall witness the tragic demoralization of the process of law," Rep. Celler declared.

But, he continued, "unfortunately, some congressional hearings have sunk to the level of hippodrome performances in a circus atmosphere. Congressional hearings are not for the entertainment of the television public."

Rep. Celler is sponsor of a House resolution that would set up a committee to study ways in re-aligning committee hearing procedures.

Meanwhile, the Senate Agriculture Committee, after a wrangle over permitting United Press Movietone News cameras to take newsreel pictures for TV use last Wednesday, put off a decision on policy. After Senators failed to make up their minds whether it should be allowed by the committee, they decided that they would leave it up to each witness.

Hearing concerned a request by witness Latham White, former regional director of the Dallas Production and Marketing Administration office, who requested the newsreel shots not be made because he was a "little nervous" and was "not used to this kind of procedure."

He was fired from his job when shortages were discovered in some 20 privately-owned warehouses in the Southwest.

But another Senate hearing, that of the District Crime Subcommittee, studying narcotics traffic in Washington, D. C., was permitting both radio and TV. It is scheduled to be continued this week, with radio and TV present.

William Hancock Payne

WILLIAM HANCOCK PAYNE, 69, president of Hancock Payne Adv., Philadelphia, died March 18 at his home in Plymouth, Pa. Mr. Payne was with the old *Philadelphia Press* and *Evening Telegraph* prior to entering business for himself 35 years ago. He is survived by his wife, Martha; three sons and three daughters.

TOP OFFICERS, past and present, of West Virginia Broadcasters Assn., pause for cameraman at March 15 annual meeting at Bluefield (see story page 42). L to r: Incoming president, Jack Gelder, who is vice president-general manager of WCHS Charleston; re-elected secretary-treasurer, Alice Shein, co-owner and general manager of WBTH Williamson; past president, Joe L. Smith Jr., president of WJLS Beckley.

HOUSE FCC BILL

May Not Get Vote For Two Weeks

IT MAY be another two weeks before the House-version of the Senate-passed McFarland bill (S 658) goes to the floor of the lower chamber ready for a vote.

This was revealed to BROADCASTING • TELECASTING last week. The bill would overhaul the Communications Act of 1934 and write into law guideposts for FCC to streamline its procedures.

At least one amendment may be offered on the floor, it was indicated last week. Rep. Alvin E. O'Konski (R-Wis.) announced he will offer an amendment to the bill that would provide for the charging of fees for AM-TV station licenses (see story page 29).

Although the bill has been reported technically (which means cleared for House action), the new House bill has not yet made its debut.

The House Interstate & Foreign Commerce Committee which reported the bill a fortnight ago [B•T, March 17] has not written it into legislative form.

Revisions in Bill

Chief changes in the bill can be narrowed down to three—there may be possibly more, although until the new legislation is actually printed there is no assurance.

These are: (1) Retention of the so-called "double jeopardy" anti-trust section of the existing Act; (2) a new provision that would give FCC cease-and-desist, suspension and fine levying powers, and (3) a provision on barring any FCC rule or regulation discriminating against newspaper applicants (see editorial, page 50).

Delay in committee on the final writing of the bill and report has come about by interposing of other legislative problems, particularly the "fair trade" bill.

It was understood that another amendment possibly could come up that would apply a cut-off date on the filing of additional applications which would conflict with or compete with an original application or applications.

Time period would be 60 days. It would be designed to eliminate the practice of delaying until the very day the FCC is ready to act on an original application, the filing of conflicting applications for the same frequency or an adjacent frequency.

While at variance with a proposal of Rep. Richard W. Hoffman (R-Ill.), which was defeated in House committee, that the FCC require the posting of a bond by a competing applicant in order to defray costs for the original applicant who, in obtaining his grant, is nevertheless delayed in the process, it would presumably have the same effect of cutting down delay [B•T, March 3].

It was said that this new proposal is under consideration by Rep. Porter Hardy (D-Va.) who reportedly has contacted both FCC and the House committee on their views.

Harry Ingram

HARRY INGRAM, 40, radio and television writer and director, died of a heart attack Monday while helping to fight a grass fire near his home in Norwalk, Conn. Programs on which he had worked were *Mama* and *Tales of Tomorrow* on television, *The Shadow* and *Kate Smith Sings* on radio, and *The Big Story* on both AM and TV. With his wife, the former Gail Austrian, he also produced radio's *Tales of Fatima*, a program starring Basil Rathbone. Besides his wife, he is survived by a son, Harry M. Ingram, his mother, and a sister.

COVERAGE BAN

WHIL Denied Record

GRASS-ROOTS protest aga House Speaker Sam Rayb (D-Tex.) ban on radio-TV in c mittee hearings [B•T, March seq.] continues while a statio New England, where the " hall" developed as a community stitution, found the door close local government meetings.

Tie-in of the ban on coverag radio recording of city council aldermen meetings in Med Malden, Everett and Somer all in Mass., was the coinci with Speaker Rayburn's ban, cording to WHIL Medford, the testing station. Both fell with week of each other, the Ray ban on Feb. 25, the local ban March 3.

After voting to permit radio cordings, the Everett Board Aldermen reversed itself and vo 4-3 against taping and re-broadc of its meetings. Since then, cording to WHIL, protests h been registered by the public, press and by some of the c officials themselves.

Meanwhile, WKBH, WKTY a WLCX, all in La Crosse, Wis., se a blistering attack on the Hou ban to their representative in Co gress, Rep. Gardner Withro (R-Wis.).

In a letter signed jointly b WKBH Manager Howard Dah WKTY Manager Verl Bratton, a WLCX Manager Milo Knutson, t stations urged the ban be revoked.

"If it should be determined tha House rules can be interpreted uphold the Rayburn ban on broad casts of committee hearings, w urge you to do everything with your power to see that the rules a amended to give broadcasters t right to make such broadcasts a recordings," the letter said.

"As broadcasters," the statio declared, "we feel that the mic phone is as essential a tool for o newsmen as the pencil is for t reporter or the camera for t photographer."

'MAN OF THE WEEK'

CBS-TV Includes Local Le

CBS-TV's *Man of the Week*, whic presents a nationally prominen man giving his views on a curre topic, starting next month, al will honor a man whose contrib tion to public service has been a local level.

Each CBS-TV station presenti the Sunday program will pick own local "man of the week" rotation, with first selection to made for April 6 broadcast WHAS-TV Louisville. Committ to choose the Louisville man w include Richard C. Oberlin, ne director of WHAS and WHA TV; John Day, managing editor the *Louisville Courier-Journa* Norman Isaacs, managing editor the *Louisville Times*, and Vict A. Sholis, vice president and dire tor of WHAS Inc.

FCC MONEY

Budget Gets Squeeze in House

AS THE House last Thursday voted to make FCC's "tight budget" even tighter, a new FCC-congressional appeal for increased appropriations for fiscal year 1953 was slated to be made the following day before a Senate Appropriations subcommittee.

These were the developments:

● An unbending, unspending House beat down a move by Rep. Alvin E. O'Konski (R-Wis.) to restore to FCC's budget request a nearly $2 million slash recommended by its Appropriations Committee [B•T, March 17].

● Sen. Ed C. Johnson (D-Col.), chairman of the influential Senate Interstate & Foreign Commerce Committee, was planning to testify last Friday afternoon in support of FCC's increased budget.

● Chairman Paul A. Walker, accompanied by FCC aides, was also scheduled to testify.

● Rep. O'Konski, in a speech on the floor of the House Wednesday and Thursday in his losing battle for more funds to operate FCC, also announced he would offer an amendment to the McFarland bill (S 658) when it gets to the House floor. The amendment would require station operators to pay a "license fee," in order to make FCC somewhat self-sustaining.

The House refusal to accede to Rep. O'Konski's move to amend the funds bill and restore the $1,966,540 cut by the House Appropriations Committee came after running-fire directed against the FCC, led by Rep. Eugene Cox (D-Ga.).

Rep. Cox, a consistent critic of the Commission, again flayed the FCC. He demanded its abolishment and the creation of a new agency.

Charges FCC 'Not Worthy'

The Commission, according to Rep. Cox, is "not worthy of public confidence." There are many changes that should be made both in its personnel and in its functions, he said. As he put it to BROADCASTING • TELECASTING later, "there is an aggregation of pinkos down there."

Rep. Cox said the "only two men there for whom I have a high regard are [Comr. Robert F.] Jones and [Comr. Robert T.] Bartley."

These were substantially the same charges the Georgian made last year when FCC ran afoul of an axe-wielding House [B•T, May 14, 1951]. He was supported by fellow Georgian Sidney Camp (D), who pelted FCC for slow handling of a complaint—"I was indignant," he said.

Total funds voted by the House to operate FCC in fiscal 1953 were $6,108,460, $1,966,540 less than the requested $8,075,000 sought in President Truman's budget.

Rep. O'Konski's speech on the floor of the House was edged to the lifting of the TV freeze, as is Sen. Johnson's stand that more funds are needed in order to hire additional hearing examiners and other personnel to process an expected flood of applications. Sen. Johnson had disclosed his plan to battle for additional funds as early as last January [B•T, Jan. 28].

The Wisconsin legislator, speaking about the delay in the freeze lift, noted: "I know that if the amount cut by the Appropriations Committee from budget estimates remains as is, television is not going to move for at least five years more to come."

That committee, while it designated certain funds to be spent for TV processing, liberally chopped the entire budget request.

Rep. O'Konski noted "the Commission cannot possibly do the job that it has to do with the appropriation that this commitee has allowed them." FCC is a year behind in its work because of the TV load, he said.

Rep. O'Konski, who is owner of WLIN Merrill, Wis., also revived the question of payment by the broadcaster for his station license.

"In all the years I have lived I have gotten only one thing in my life for free, and that is a license to operate a radio station . . . as profitable a business as the radio and television business, it is incredible that they get their licenses free," the Congressman said.

"Let us give the FCC the money they need to let this industry expand and grow. But at the same time let us make the radio and television industry foot the bill. That they do foot the bill I will propose an amendment when legislation reaches the floor to amend the Federal Communications Act of 1934 [McFarland Bill] very shortly," he said.

Rep. O'Konski later told BROADCASTING • TELECASTING he felt "positive" that the Senate would give FCC more funds, and although the House defeated his drive to get the original cut restored, he still planned to ask for a license fee law.

During testimony before the House Appropriations Subcommittee Feb. 13, Wayne Coy, then FCC Chairman, said FCC believed the charging of fees for services is not "feasible."

Reasons, he gave, were (1) there would be no net gain to the Treasury for the amount could be deducted from income taxes of stations as an operating expense, and (2) some broadcasters may feel that since they must pay to become licensees they would feel they would be relieved from the necessity of performing in the public interest [B•T, March 10].

Asked $8 Million

Rep. O'Konski's request actually was for a flat $8 million, which he said conformed to the Budget Bureau's view. He said he wanted the "backwoods areas" to get TV, and he added, they would not for another 10 years unless greater funds were granted. "Can you imagine what turmoil there is going to be in the FCC with the filing of some 2,000 applications?" he asked. He said this appropriation "is the most important in the history of the Commission."

In answering Rep. Cox's charges, the Wisconsin lawmaker said most of congressional "dissent" of the past "has been without foundation" and that he did not know of "a more sincere or harder working force anyhwhere in our government."

He was supported by Rep. Frazier Reams (Ind.-Ohio), who is president of Community Broadcasting Co., licensee of WTOL Toledo. He said Congress by "controlling and drastically cutting" the FCC appropriation "can stifle" the broadcast business.

Also supporting the O'Konski amendment was Rep. Cleveland M. Bailey (D-W. Va.). House Appropriations Committee Chairman Albert Thomas (D-Tex.) was against the O'Konski amendment.

BUDGET VIEW

Not Good, FCC Says

WORSE than it appears at first glance. That is the dispirited attitude of FCC officials questioned about the effect of the House-pursed recommendation of $6,108,460 for the fiscal year ending June 30, 1953.

TV is going to have a long wait before the bright 1,000-TV station future can be translated into reality, they say.

Only hope they have is that the Senate will up the ante substantially. Usual course then is for House and Senate conferees to halve the differences between their two bills. Most optimistic expectation at FCC is for $6,600,000—which would not mean anything extra for TV and monitoring expansions. It would just take care of the $500,000 extra the Commission needs to meet the pay raises voted by Congress last year.

Here is how Commission people figure the House appropriation:

(1) The $6,108,460 passed by the House compares with $8,075,000 requested by the President—a $1,966,540 reduction. It is also a reduction of $500,000 from present operating levels, because with last year's pay raises the Commission's current budget (making no allowances for expansion of TV and monitoring services) is $6,600,000.

(2) In the House report, the Appropriations Committee said it had added $51,810 "for new positions in connection with TV application processing," and $125,000 for the acquisition of new monitoring equipment. Therefore, the House appropriation should realistically be considered $5,931,650 for present operations, plus $176,810 ($51,810 plus $125,000) for the purposes specified.

SPOT RADIO CLINIC luncheon was held by the National Assn. of Radio & TV Station Representatives in New York with Alfred Morgan (seated, center), president of White Rock Corp., as special guest. Standing (l to r): Arthur McCoy, Avery-Knodel; Martin Beck, Katz Agency; Jones Scovern, Free & Peters; Murray Grabhorn, managing director of NARTSR; seated (l to r) are Adam J. Young Jr., Adam J. Young Jr. Inc.; Mr. Morgan, and Robert Eastman, John Blair & Co. Clinic-luncheon was held at Biltmore Hotel March 11.

FELLOWS CITED

State Groups Honor

HONORARY awards have been conferred the past 10 days on NARTB President Harold E. Fellows by broadcaster associations of two states—Arkansas and Oklahoma.

Last Monday, at the Arkansas Assn. meeting, Mr. Fellows was made a genuine "Arkansas Traveler," with the award extended by C. G. Hall, state secretary. Session was held in Little Rock.

A similar honor was bestowed at the Oklahoma Broadcasters Assn. meeting in Oklahoma City March 14. Joe Bernard, general manager of KOMA that city, commissioned Mr. Fellows a full commodore in the Oklahoma navy. Mr. Bernard made the presentation for Gov. Johnston Murray.

Construction Ban

(Continued from page 27)

1,000 pounds of aluminum—wherever possible.

Mr. Joseph sees no problem in 1952-53 as FCC grants new TV stations. Even with perhaps 50, 75 or 100 new VHF TV station grants next year, there will be sufficient material to accommodate needs for steel towers, transmitters and other equipment. UHF poses no greater a problem, he feels, though the question of transmitter design may pose some obstacles. Manufacturers should reach their set output goals in '52 without difficulty.

Among broadcasters receiving second-quarter approvals for projects were ABC San Francisco; Allen B. DuMont Labs, New York; CBS Los Angeles; WTMJ-TV Milwaukee and WDAF-AM-TV Kansas City.

Materials were allotted to ABC for radio-TV studios and offices estimated at $600,000. The network received 28 tons of steel and 5,000 pounds of copper—70% of its request project was begun last December.

DuMont got 10,000 pounds of copper for a TV studio at WABD (TV) New York. This $1,750,000 project is 23% completed.

CBS application was for television—presumably its $5,250,000 Gilmore Stadium TV studios project which was launched in December 1950. CBS received 95,000 pounds of copper for second, third and fourth quarters. Project is 6% finished.

Project Values and Grants

The Kansas City Star Co. quota for WDAF and WDAF-TV facilities valued at $700,000 was 5,315 pounds of copper wire. Project, started in April 1949, is 72% completed. WTMJ-TV Milwaukee project was not identified, but is believed to be for its outdoor studios [B•T, Feb. 25]. Project value was given as $307,936, with starting date of January 1951. Station drew 179 tons of steel.

In addition to these, numerous electronic manufacturers were given authorizations for varying projects, among them General Electric Co., Hoffman Radio Corp., RCA Victor, Raytheon Mfg. Co., Westinghouse, Philco Corp. and Sylvania Electric Products.

A substantial number of industrial projects were denied, NPA said, for lack of materials. Allotments will be made in third quarter, however, to enable any broadcaster to complete construction. They need not refile, it was understood.

As for materials, some forms of steel may be decontrolled by fall or winter. Copper will replace steel as the limiting factor in construction. Aluminum will become more plentiful, but nickel and cobalt will remain scarce.

THREE Cleveland stations, WTAM, WHK and WERE, adopted 45 rpm system of recorded music last week as standard equipment. Operations began simultaneously March 17.

FREQUENCY TABLE

For Below 25 mc Issued

TABLE of allocations below 25 mc was issued by the FCC last week to complete revision of 1938 Cairo allocations begun in 1944. It also implements the 1947 Atlantic City allocations, in accordance with the 1951 Extraordinary Administrative Radio Conference in Geneva.

The new table of allocations will be added to Part II of FCC's Rules (allocations above 25 mc are already listed). Included in the services authorized in various bands of the spectrum below 25 mc are AM broadcasting and broadcast remote pickup.

Assignments in the bands from 14 kc to 1605 kc will go into force during 1952. Assignments from 1605 to 2000 kc went into force Jan. 1 of this year. No official dates have been set for assignments between 2000 kc and 25,000 kc. In the 2000-4000 kc area, Region II (North America, Latin America and Caribbean Islands) assignments are specified but official effective dates have not been decided.

AM band encompasses 535 kc to 1605 kc. Remote audio pickup bands are: 1605-1750 kc, 2107-2170 kc, 2194-2495 kc, 2505-2850 kc, 3155-3400 kc.

DEFAMATION SUIT

Dickerson Names NBC, Others

NBC, its radio commentator, Robert Montgomery, and its New Jersey affiliate, WTTM Trenton, last week were faced with a $1 million defamation suit filed by John J. Dickerson, chairman of the New Jersey Republican State Committee.

Mr. Dickerson charged that Mr. Montgomery used "false, malicious and defamatory matter" in attacking him in five broadcasts, for each of which he asks $200,000 damages.

The broadcasts involved in Mr. Dickerson's suit related to a current grand jury investigation of gambling and official corruption in Bergen County, N. J. Mr. Dickerson is mayor of Palisades Park and a member of the Bergen County board of freeholders.

'Ford' of TV

EMERSON Radio and Phonograph effort to capture the medium price market was indicated last week when Benjamin Abrams, president, said that production will be increased "tremendously" and that prices would be reduced. Other manufacturers had announced reductions in price earlier in the week (see story page 77). Company plans to feature a 17-inch mahogany veneer table model for $179.50. Mr. Abrams described the new policy as an attempt to become the "Ford" of the TV industry. The firm has been a leader in the sale of low-priced radio receivers.

GLENN SNYDER (l), WLS general manager, discusses "Operation Grocer" details with Harley V. McNamara, president of the 615-store National Tea Co. (r), and J. D. Hill of WLS sales-merchandising department. ➤

WDGY SALE

$425,000 Is Price

PURCHASE of the 50 kw WDGY Minneapolis-St. Paul for $425,000 from Stuart Investment Co. by four Minneapolis-St. Paul businessmen was announced last week with filing of application for transfer with the FCC.

Four stockholders of the 30-year-old Class II station (on 1130 kc with 25 kw night) are Clarence T. Hagman, former general manager of WLOL Minneapolis-St. Paul; H. J. Lang, owner of an electronic welding firm in the area and also of an auto supply business in San Diego, Calif.; George E. Lau, owner of area coffee shop chain; Clarence W. Levy, furniture retailer. Each will own 25% of Twin Cities Broadcasting Co., licensee of WDGY.

New owners already own a $300,000 note of the station, which they bought from Stuart Investment Co. for $250,000 (of which $160,000 was cash, $90,000 by note). They are paying $175,000 for 100% of the stock of Twin Cities.

WDGY, which operates with a nine-element array at night, lost $90,000 in 1951. Stuart Investment Co. will continue to own KFOR Lincoln and KOIL Omaha, Neb.

N.Y. PLACES BAN

On Certain Hearings

SUPRISE action by New York State Legislature Thursday was the passage of an amendment to civil rights laws, prohibiting the telecasting, broadcasting or taking of motion pictures at state hearings where witnesses testify under subpena or other compulsory processes.

Specifically, the bill covered sessions conducted "by a court, commission, committee, administrative agency or other tribunal in the state," which left question open as to whether it would cover federal proceedings conducted in New York. Intended to protect witnesses' rights, the bill—introduced by Sen. Nathaniel T. Hellman of Bronx—was reportedly backed by the state Bar Assn. which passed a similar resolution on federal hearings a few weeks ago.

WLS FOOD PLAN

All-Year Promotion Set

FOOD STORE promotion, which has been carried on at WLS Chicago on *Feature Foods* for 17 years, becomes a year-round merchandising activity April 3 following a successful all-summer season last year.

For a minimum of $3,600, an advertiser of a food product distributed in group stores such as the nation-wide A & P, Kroger, National Tea and National, will get six one-minute announcements weekly for 13 weeks, as well as station and store promotion.

The grocery group, which also includes regionals affiliated with Grocerland Stores, Central Stores and IGA, will highlight in local promotions the station-advertised products it stocks normally with banners, shelf cards, floor and window displays and newspaper advertising, all calling attention to the radio sales event.

WLS will stage a saturation campaign using 31 mentions weekly for the sales event and the featured product, using *Feature Foods* (six-a-week, 1:30-2 p.m.), the *National Barn Dance* (Saturday, 7:30 p.m.-12 midnight) and a new show, *Your Grocer and You* (Thursday, 7-7:30 p.m.).

Using a different group of stores weekly, the station expects to tie-in its activities with more than 4,000 stores in the 13-week campaign period. Thirteen groups of stores were lined-up for the promotion plan a month before the kick-off.

COMPONENTS MEET

Set for D. C. May 5-7

ELECTRONIC components and transistors will top reports to be delivered during a forthcoming conference under the joint sponsorship of Radio-Television Mfrs. Assn., the Institute of Radio Engineers and the American Institute of Electrical Engineers. Session will be held in Washington, May 5-7 with the Dept. of Defense and National Bureau of Standards participating.

Under the general theme, "Symposium on Progress in Quality Electronic Components," reports will be given on reliability of Soviet components and their development in Great Britain. W. R. Sittner, Bell Telephone Labs., will discuss status of the transistor at Bell Labs. Other topics include transistorized power amplifier and military availability of transistors. Over two-score technical papers will be presented.

Chairman of symposium committee is J. G. Reid, National Bureau of Standards. Program was arranged under direction of A. F. Murray, electronic consultant to the Defense Dept.'s Research and Development Board. Three-day meeting will be held in Dept. of Interior Auditorium.

How Much Is Your Station Worth?

The Answer—A Blackburn-Hamilton Company appraisal will analyze and interpret the nine key factors listed in the adjoining column. These findings, made as a result of an in-the-field investigation and hundreds of actual sales will be judged and translated into an appraised price—the price at which your station could be sold at today's market.

You may or may not be interested in selling your radio or TV property, but in the face of changing conditions, the appraised value of your station is valuable information for insurance, tax, estate and other personal reasons.

The Nine Key Appraisal Factors

1—Earnings
2—Investment
3—Technical
4—Market
5—Competition
6—Programming
7—Management
8—TV Factor
9—Potential

The information furnished us is held in strict confidence. It is compared with many other similar properties that we have appraised in connection with sales, financing or other personal matters.

Extensive experience and a national organization enable us to make complete and recognized appraisals in minimum time. Contact our nearest office for the cost and available time.

NARTB Convention - Chicago

March 30—April 2—Conrad Hilton Hotel
Suite 1200-01-01A

Our Washington, Chicago and San Francisco offices will each be represented at the 1952 Convention. Whether your interest is TV financing, an appraisal, buying or selling, be sure and contact us for a confidential discussion. Indications are that this convention will be the largest and busiest to date so why not set up a definite advance appointment.

• Negotiations • Appraisals • Financing

BLACKBURN-HAMILTON COMPANY

Radio Station and Newspaper Brokers

WASHINGTON, D. C.
James W. Blackburn
Washington Building
Sterling 4341

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755

SAN FRANCISCO
Lester M. Smith
235 Montgomery Street
Exbrook 2-5672

Chicago 'Side' Sessions

(Continued from page 25)

figures on stations' earnings and costs will be offered. Panel was announced earlier. This is slated for 4-5:30 p.m.

Another session will be devoted to audience promotion with Glenn C. Shaw, KLX Oakland, Calif., as keynoter. On the panel besides Mr. Shaw are John Esau, KTUL Tulsa, Okla.; Jack Knabb, Jack Knabb Adv. Co.; Worth Kramer, WJR Detroit; and Richard Allerton, NARTB research director, as staff representative. Value of merchandising departments in enhancing radio's worth to the advertiser will be recounted, with case histories of three cities—Tulsa, Rochester and Detroit.

Because of the shift of TV management to Wednesday morning, "the confession session" will be moved to 10:30. In addition to Harry Bannister, formerly WWJ-TV Detroit and now NBC-TV, who presides as chairman and seven panel members previously announced, three others have been added. They are Walter Compton, WTTG (TV) Washington; Ted Cott, WNBT (TV) New York, and Klaus Landsberg, WTLA (TV) Los Angeles.

FCC Chairman Paul A. Walker will speak at the Wednesday luncheon with Dwight Clark Jr., Voice of Democracy contest winner, as guest. He represents KCOL Ft. Collins, Col.

Workshop sessions will round out the Wednesday afternoon meetings and official convention business. TV code will be discussed at 2:30 by the NARTB TV Code Review Board, with Mr. Brown, NARTB TV chief, and Mr. Swezey, chairman of the code-writing committee, taking part.

Session on "Public Hearings—Are They Open to the Public Through Radio and Television?" will be held at 4 p.m. Judge Miller will preside. James M. Landis, an attorney, will uphold the affirmative. No speaker for the negative has been set.

The no-speech banquet will be graced with a slate of notable celebrities, with arrangements handled by Carl Haverlin, BMI president. Scheduled are comedian Lou Holtz, singer Patti Page, Kay Thompson and the Williams Brothers, the White Guards male chorus, the Merriel Abbott Dancers and Lew Diamond and his orchestra. Banquet starts at 7 p.m. in the Grand Ballroom.

There were few if any changes in the engineering slate from those previously announced (March 17). Most notable involves a substitution for Frank Marx, ABC engineering director, at the Tuesday morning session. A. James Ebel, engineering chief, WMBD Peoria, Ill., will replace him. Panel will discuss transmitters, consoles and other topics.

J. Bernard Joseph, chief of Broadcast and Communications Equipment Section, Electronics Division, National Production Authority, will explain materials regulations. Plans are underway to set up a desk in Exhibition Hall to answer broadcasters' questions. Session is designed primarily for engineers and other technical help.

Your merchandising works for us . . . . . . FULL TIME

"When representatives of our major suppliers visit Birmingham," writes Ben Ash of A. & A. Ash, Inc., jewelers for almost 50 years, "we invite them to appear on our radio programs. Then we call WSGN. We can forget it, because we know the interviews will be interesting and that they'll be handled without a slip-up."

Ash sponsors "Time for Music" four nights a week. That's two hours on the air, but Ash, with WSGN cooperation, makes it work a full week. Continual merchandising of famous lines with a famous store pays off for both.

For follow through with merchandising details, for solid coverage of booming Birmingham, use WSGN. For full details, contact Bill Randa, Manager, General Sales, WSGN, Birmingham. (Tel. 4-3434).

WSGN-FM That POWER-ful Station and WSGN

(WHBS and WHBS-FM, Huntsville, Alabama, available in optional combination at substantial savings.)

WSGN is affiliated with ABC and is the key station for the Alabama Broadcasting System.

NETWORKS

Set NARTB Delegate Li

ALL networks are expected to ha top executives in Chicago duri the convention for informal co versations with affiliates. So plan formal network-affiliates meet ings.

ABC's delegation will be heade by President Robert E. Kintne Radio Vice President Ernest Le Jahncke Jr. and Television Vi President Alexander Stronach Jr. and plans call for a meeting o network executives and the ABC Stations Advisory Committee on Sunday [B•T, Feb. 25]. This meeting will be held in conjunction with a luncheon at noon at the Ambassador East Hotel.

NBC's delegation has not been officially disclosed, but it is not expected that a meeting of network officials with their Stations Planning Advisory Committee will be held since the organizational meeting of the new SPAC has been set for mid-April in New York.

CBS Television's official delegation will be headed by President J. L. Van Volkenburg and a group of CBS Radio executives also is expected to be in Chicago during the convention period. Neither division plans formal affiliates sessions.

Mutual, DuMont Representatives

President Frank White, it was announced last week, will lead the Mutual delegation, which also is slated to include William H. Fineshriber Jr., executive vice president; E. M. Johnson, vice president in charge of engineering and station relations; Robert A. Schmid, vice president in charge of advertising, public relations and research; Charles Godwin, Robert Carpenter, Roy Danish of the station relations staff; Hal Coulter, director of advertising, and Francis X. Zuzulo, manager of press information. A meeting with the Mutual Affiliates Advisory Committee may be held.

The DuMont group will be led by Chris J. Witting, director and general manager, and will include Elmore B. Lyford, director of station relations; Robert Coe, manager of station relations; Edwin Koehler of the station relations department; Robert Woolf, head of the teletranscriptions department and Donald A. Stewart, coordinator of the film department.

THE GATES DYNAMOTE
Here is the latest model GATES DYNAMOTE — as new as next fall's election!

YOU'RE THERE WITH THE Gates "Dynamote"

Some Outstanding DYNAMOTE Features

- Three microphone channels
- Public address take-off with level control
- Cue circuit to studios
- A.C. or battery powered
- Instant — automatic — changeover to batteries if line fails
- High gain — low noise
- Four inch V.U. meter with dimmer control
- Completely self-contained
- Weighs just 31 pounds with batteries installed
- One-piece construction

Whether baseball or politics, symphony or jazz — you can be sure of clean, crisp quality when Dynamoting your "out of studio" shows.

The GATES DYNAMOTE, originated about two decades ago at the advent of the Dynamic microphone, is each year brought up to date as the latest major league standings. — Your 1952 Dynamote is the engineers' choice, the producers' choice and the people's choice — compulsory, of course, because GATES DYNAMOTES are used wherever there is broadcasting.

Heavy political and sports coverage will create unusual demands on remote facilities. Recognizing this, production on the GATES DYNAMOTE has been increased. Orders are being handled same day as received in most cases.

GATES

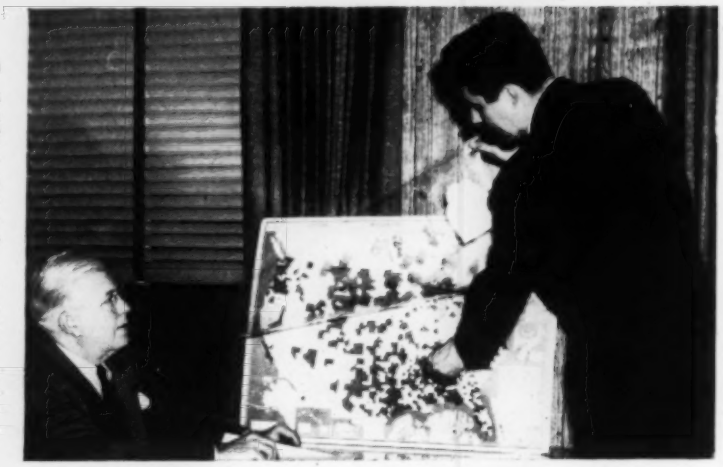
GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.
MANUFACTURING ENGINEERS SINCE 1922
2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C. • International Division, 13 E. 40th St., New York City
Canadian Marconi Company, Montreal, Quebec

ADVERTISING EFFECT

Politz Notes Correlation

THE RELATIONSHIP between an advertisement and company sales no longer measures the effects of advertising, Alfred Politz, president of the research organization which bears his name, told a luncheon meeting of the copy testing group of American Marketing Assn. in New York Thursday.

Such research results in correlations only, not causations, he said, and can lead to only one scientific evaluation: People exposed to advertising buy more than people who are not exposed to it. But, he said, even this cannot be considered the direct result of advertising, since one advertisement regenerates itself—by producing talk, a purchase which, in turn, provokes a neighbor's purchase of the same product, etc.—to "form a chain of causes, without which advertising cannot function."



COMPREHENSIVE coverage map of Keystone Broadcasting System as it supplements national radio networks and TV markets is a feature of the NARTB convention display. Checking acetate covers for the map are Pete Peterson (l), sales executive for Keystone, and Curt Winters, account executive at Simmonds & Simmonds Adv., both Chicago.

COY CRITICIZED

Sen. Welker Hits 'Time' Post

SEN. HERMAN WELKER (R-Ida.) asserted on the Senate floor Monday that former FCC Chairman Wayne Coy "can be accused—and justly so, I think—of being retained [by Time Inc.], not for his great television ability, but because of his former connection with the FCC and its activities."

Sen. Welker's attack was leveled at Mr. Coy's FCC resignation and subsequent employment by Time Inc. as radio-TV consultant with a $25,000 annual retainer, plus other remuneration for a $50,000 total [B•T, March 3, Feb. 25].

The Senator also cited the projected acquisition by Mr. Coy of half-ownership in KOB-AM-TV Albuquerque, N. M., with Time Inc. [B•T, March 10, 3].

When apprised of Sen. Welker's remarks, Mr. Coy said in part that the Senator had "reached a new height . . . in asserting more things not so in less time than any member of the Senate heretofore."

Mr. Coy denied that he had been active in getting the Commission to approve *Time's* application to operate a [TV] station in New Mexico—as intimated by the Senator—"for the simple reason that such an application has not been filed yet. Any man who sought to know the truth could have found it out by a simple query."

Mr. Coy resigned from the Commission Feb. 21 in order, he had said, to permit him to become a "free agent" in negotiating his return to private industry. Later, it was announced that Mr. Coy is to become president and operating head of the Albuquerque properties upon FCC approval of sale to Time Inc. He also is to continue as a consultant and possibly to participate in any other station properties acquired by the corporation.

Sen. Welker, as acting Republican leader in the Senate the day of his speech, combined a revived complaint of "job-jumping," KOB's TV operation and reported plans by Time Inc. to buy into additional TV properties.

In effect, the Senator asked his colleagues to keep watch on Mr. Coy's further activities in his association with KOB.

So-called "job-jumping" has been Capitol Hill debate-fodder in the past. As long as two years ago, Sen. Hugh Butler (R-Neb.) authored an article in *American Magazine* which hit at this practice—that of government officials who resign their positions in order to receive employment by groups doing business with the government agency or agencies the former employes served in official capacity. Sen. Welker noted the article and also legislation which was introduced by Senate Judiciary Committee Chairman Pat McCarran (D-Nev.) that would bar such practice.

'Job Jumping' Provision

The Senate-passed McFarland bill (S 658) which is pending House action (see page 28) also contains a provision (Sec. 4, subsec. (a)) on the subject of "job-jumping."

It reads that any Commissioner "serving . . . after one year from the date of enactment . . . [of the bill] . . . shall not for a period of one year following the termination of his services as a Commissioner represent before the Commission in a professional capacity any person, including all persons under common control, subject to the provisions of this Act, except that this restriction shall not apply to any Commissioner who has served the full term for which he was appointed."

Obviously, this can not affect Mr. Coy now nor could it in the future.

As expressed by the Senator the "salient" points, he said, were:

"Time" magazine now intends to go into the television and radio field; and Mr. Coy, who resigned from the FCC on Feb. 21, within 24 hours of that time received his appointment from "Time" magazine, at a retainer . . . of $25,000 a year.

It seems that in this case we have a man who is very well acquainted with the present members of the Commission. He worked with them for some four or five years, and he knows them well. . . .

After he [Coy] stated that he was resigning to replenish his private income, where did he get the money to help buy television station KOB? If he had no funds, what consideration did he offer so that he now is a co-owner of this television station? Certainly if this activity does not deserve strict censure, I do not know what does. I think Mr. Coy and "Time" magazine should explain this setup.

In citing the background of Mr. Coy's resignation and subsequent employment, Sen. Welker read portions of the news story printed in the Feb. 25 issue of BROADCASTING • TELECASTING and a March 12 broadcast by Ray Henle of NBC's *Three-Star Extra*. Mr. Henle had speculated that *Time* planned to buy into "no less than 16 important radio and television outlets in various cities across the country," that Mr. Coy was in charge and that "it eventually may mean a brand-new television network."

[EDITOR'S NOTE: FCC regulations preclude ownership of more than five TV stations by a single entity and FCC has been inclined to favor a limit of total AM outlets owned in this manner to seven.]

Sen. Welker, however, reported that KOB, "a television station," received a "new authorization" to operate because "it is my understanding that Station KOB was heretofore licensed, but of course the new purchasers had to get a new authorization."

The Senator's assertion was that the authorization was made immediately after it was announced that Mr. Coy had joined *Time* and also that KOB-AM-TV had been sold to Time Inc. and Mr. Coy.

[EDITOR'S NOTE: This was not the case, however. The "authorization" which Sen. Welker spoke of was for KOB's AM station, not TV. Specifically, the authorization as reported in FCC ACTIONS in the MARCH 10 issue of BROADCASTING • TELECASTING was a granting to KOB of an application for an extension of special service authorization to operate KOB on 770 kc with 25 kw-night, 50 kw-day, for six months beginning March 1. KOB has been granted such extensions for years since the station was involved in a court case regarding its frequency.]

N.Y. CIVIL DEFENS

Facilities Are Read

USE OF LOCAL and state radio networks, including every censed station as well as communication systems rang from telephone to carrier pig if necessary, is included in York state, county, and emergency information plans New York State Civil Defe Commission announced last wee

Report was issued after a st wide inspection and discussion by Deputy Director Milton O'Connell and Martin Caidin, nical specialist, who met with 150 civil defense directors, members and public informa officers of 28 cities and 27 coun assembled for day-long discussi in Buffalo, Rochester, Syrac Utica, Albany and Bingham Meetings for public informa officers and their staffs in the York City area are scheduled held later, probably within month, it was added.

Civil defense workers repo that local testing of emergency lief already has been conducted cooperation with local radio tions and newspapers, and that formation crews are so organi that, should any of them bec casualties, relief workers co take over and continue communi tions systems without interrupti

Planning also has included ste to avoid spreading of false unauthorized information duri times of emergency, and all pub announcements—by radio, tele sion, the press or outdoor sou systems—will bear authority state and local civilian defense ficials to assure authenticity.

Complete problems and their ecution are scheduled to be c ducted and tested on the city-cou level, beginning in April and tinuing through December, to f ther test emergency informa services, it was indicated.

"Local press and radio stati and their personnel," Mr. O'C nell observed after his inspect tour, "have already done a t mendous public service to th respective communities by plac their equipment, time, and exp ence at the disposal of the local rectors of civil defense."

WIBW Scholarships

TWO $250 scholarships to Kansas State College were made last week to two of the top 4-H members in Kansas by WIBW Topeka, according to Ben Ludy, general manager. Citing "outstanding achievements and for general 4-H work, the awards were made by Wes Seyler, farm service director, WIBW, and tape recordings of the presentations played on his Saturday evening show, *The Dairymen's Roundtable*. Winners were Betty Lou Smith, McPherson County, and James McCoid, of Rossville.

WOPA VS. LBS

May Be Settled Soon

DAMAGE suit against Liberty Broadcasting System by WOPA Oak Park, Ill., is expected to be settled within a week after continuous hearings before Master in Chancery David Silbert.

Because of the expense of an injunctive bond, attorneys for WOPA dropped its pleading for a temporary injunction against fulfillment of Liberty's contract with WCFL Chicago and asked that the case be decided on its merits. Station, located in a Chicago suburb, charges breach of its affiliation contract with Liberty. Latter also signed an affiliation with WCFL. Both stations cover some of the same area.

The decision will be made by a federal district court judge after the recommendation of the chancery. Decision could call for dismissal of the action, a permanent injunction or damages, or a combination of both, all favorable to WOPA except dismissal. WOPA is understood to favor one possible solution which would provide that both stations carry Liberty programming as official affiliates.

Meanwhile, action on the damage suit brought by Liberty against 13 major league baseball teams for $12 million was at a standstill in Chicago last week as answers were ready to be received by defendants after a delay in delivery of summonses and copies of the complaint. Liberty charges conspiracy in restraint of trade and claims loss on cancellation of its *Game of the Day* series.

FCC EMPLOYES

To Get Service Pins

SERVICE seniority with the FCC and its predecessor agencies—Dept. of Commerce and Federal Radio Commission—for more than 500 FCC employes will be recognized April 8 at ceremonies in Washington with the presentation of service pins [B•T, March 17]. Among the 500 are 15 employes with 30 years of service, 110 with 20 years, and with 10 years.

Senior FCC employes with 30 years service are Chief Accountant William J. Norfleet and Administrative Service Chief Paul H. Sweey.

Among those celebrating 20 years of service are Comrs. Rosel H. Hyde and George E. Sterling, Field Engineering Chief George S. Turner, Field Engineering Asst. Chief Frank Kratokvil, Safety & Special Radio Services Chief Edwin L. White, Safety & Special Radio Services Asst. Chief Lester E. Spillane, Asst. Chief Engineer Ellen A. Willoughby, Asst. Secretary William P. Massing, Examiner Sidney N. Litvin, Broadcast License Chief Clara M. Iehl.

Among those in the 10-year class are Chairman Paul A. Walker, Comr. Edward M. Webster, General Counsel Benedict P. Cottone, Broadcast Bureau Chief Curtis B. Plummer, Secretary Thomas J. Slowie, Aural Broadcast Chief James E. Barr, TV Broadcast Chief Cyril M. Braum, Broadcast Bureau Asst. Chief Joseph N. Weitzner, Frequency Allocation & Treaty Chief Albert L. McIntosh, Asst. Chief Accountant Hugo Paetzer, Examiners James D. Cunningham, Hugh B. Hutchison, Leo Resnick, Elizabeth S. Smith, Basil P. Cooper.

'PEOPLE CHOOSE' SERIES

World to Release April 27

WORLD Broadcasting System, New York, producer of transcribed library programs and features, announced production last week of a 13-week pre-political convention series, *The People Choose*, recreating highlights of past political conventions and campaigns.

Series will be released as part of World's regular service to its 900 affiliated stations April 27, and will be previewed at the NARTB convention in Chicago. Material for each half-hour program will include researched scripts, music keyed to the documentary dramas, and records of a specially written song, "If You Believe in Democracy." Each program will follow a political event of the past, setting the time and scene, describing preconvention maneuvering, jockeying for nominations, and ultimate presidential campaigns.

Elliott's Resolution

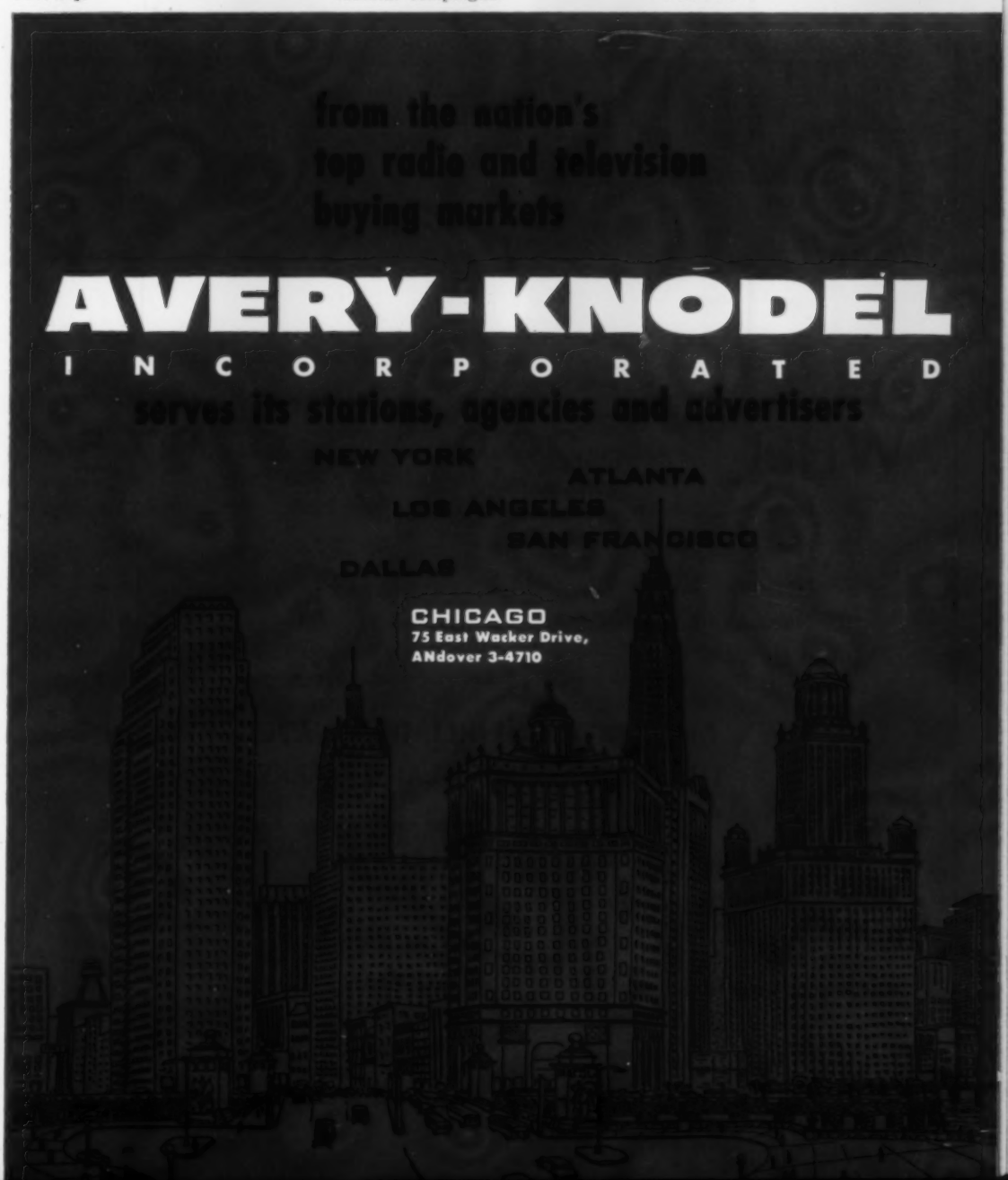
ANOTHER demand for a select House committee to investigate "offensive and undesirable radio and TV programs" and books has been made in the House. This time, it was H Res 581, offered by Rep. Carl Elliott (D-Ala.). It was referred to the House Rules Committee. Others were by Reps. Edward H. Rees (R-Kans.), and E. C. Gathings (D-Ark.) [B•T, March 3, Feb. 11].

SALES BOOKLETS

Are Announced by BAB

FIRST in a new series of presentations designed to show how radio sponsorship will boost grosses for certain industries was mailed to Broadcast Advertising Bureau members Wednesday. The 16-page brochure is titled "Selling the New Paint Market With Radio."

Twelve of the industry presentations are planned to be released annually by BAB, it was indicated, with the second presentation, directed to tire manufacturers and dealers, to focus on the tire-replacement market and its expansion by radio advertising. Further 16-page booklets for making sales to automobile manufacturers and dealers, airlines and brewers are scheduled to be in the hands of stations, network and national spot representatives by summer, spokesmen for the radio-promotion organization said.



Television Big, Radio Is Bigger

(Continued from page 23)

ing in radio-only homes in the TV area nighttime was about the same during early evening hours and somewhat higher during the late hours—again reflecting differences in the urban-rural characteristics of these marketing areas. "In TV homes, there is a very high degree of interest in television throughout the entire evening and at peak points between 8 and 10 p.m. The extent to which TV usage holds up during the 'late' hours is noteworthy."

Mr. Shaw showed how coverage of radio commercials varies between TV and non-TV areas according to such factors as program preferences and network strength. TV competition gets stronger in mid and late-afternoon hours, giving radio considerably higher coverage in non-TV areas.

At night, he said, radio ratings are higher in radio-only homes, whether in a TV or non-TV area; extremely low in TV homes; some programs in radio-only homes are strongest in the TV area *(Lux Radio Theatre, Walter Winchell)* while others do best in non-TV areas *(People Are Funny, Suspense)*.

Total TV usage is generally higher in multi-station than single-station TV markets, he said, though the differences are minor.

Figures Compared

Mr. Shaw said that during January, 1952, the average daytime network radio program reached 2,033,000 homes per broadcast; the corresponding figure for TV was 1,198,000 homes. Nighttime, the average network radio program reached 3,210,000 homes per broadcast in comparison with 2,844,000 for TV.

Among the top 20 programs, he found a range from 7,019,000 homes per broadcast *(Amos 'n' Andy)* down to 4,152,000 *(Bob Hawk)* for radio and from 7,745,000 *(Red Skelton)* to 4,790,000 *(Big Town)* for TV.

'Capitol Cloakroom'

REPEAT performance on *Capitol Cloakroom* by Sen. Ed C. Johnson (D-Col.) March 28 will mark the program's fifth year on CBS Radio. The show is aired Friday, 10:05-10:30 p.m. EST, originating from WTOP Washington. Sen. Johnson, who was the informal public affairs program's first guest five years ago, will be interviewed by CBS Radio correspondents Griffing Bancroft, Bill Shadel and Bill Downs. In its five years, the program has interviewed 111 Senators, 37 House members, 10 Cabinet members and 48 other government officials. Program is produced by Lewis Shollenberger, and supervised by Stuart Novins.

the WHLI long island story

WHLI is Tops!

*Latest Share of Audience**

	Morning	Afternoon	Entire Survey
WHLI	**29.9**	**25.9**	**27.5**
"A" Network, 50 Kw	20.9	22.3	21.8
"B" Network, 50 Kw	12.4	22.0	18.1
"C" Network, 50 Kw	16.2	12.9	14.2
"D" Network, 50 Kw	10.0	7.1	8.3
All others combined	10.6	9.8	10.1

ONE STATION, WHLI, DOMINATES
THE MAJOR LONG ISLAND MARKET

*CONLAN STUDY OF LISTENING HABITS:
Daytime, February 1952
Hempstead, Long Island, N. Y.

WHLI AM 1100 FM 98.3
HEMPSTEAD
LONG ISLAND, N. Y.
PAUL GODOFSKY, President
the voice of long island

REPRESENTED BY RAMBEAU

MUSICIANS

WSB Issues New Rul

ADJUSTMENTS in compensa paid out to so-called "casu musicians—those not regularly e ployed by radio-TV stations a other groups—may be made wi out prior approval, the Wage Sta ilization Board ruled last Wed day.

Broadcast industry author felt the new ruling, Resolution would have no appreciable effec radio-TV networks and stati As one authority put it, "it wo only formalize what has been d administratively . . . before."

Three-year radio-TV contra covering musicians were sig with the American Federation Musicians and President James Petrillo in March, 1951. Only po sible effect—and one which u union unofficially claimed as a sm victory—is that it advances the d of other than staff players.

WSB adopted Resolution 89 i recognition "of the varied and u usual circumstances pertaining t the employment of casual profe sional musicians" which rend wage regulations impractical fo them. "Casual" is defined as "i regular engagement."

In adjusting wages and salari of casuals, the employer and unio "are expected to conform to th national wage stabilization policie and regulations," the board sai WSB reserves the right to revie all adjustments.

Staff musicians are defined as:

. . . Professional musicians who, a permanent and continuing basis, a direct employes of establishments su as radio broadcasting stations, tel vision studios, motion picture com panies, theatres, movie houses, hote night clubs and other establishmen including regularly established ban and orchestras employing professio musicians.

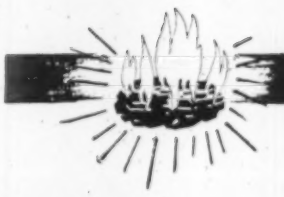
The wages and salaries of th staff group are subject, however, wage board policies and regul tions. No petitions for staff mus cians will be considered "on th basis of any claim of inequity wi the wage rates of employes as ma be adjusted" under Resolution 8 the board said.

SSB ADVISORY GROUP

Further Studies Over-Scale Pa

INDUSTRY members representi networks, agencies and talent ma agers met in New York Tuesd with Salary Stabilization Boa members to hold further discussi on control of over-scale sala increases.

Session—second to date by t enlarged committee—was identifi as an "exploratory . . . discussi consideration" of the various pro lems involved. Although nothi concrete has been recommended, is hoped that committee attitu might be formulated in writi after another meeting, to serve advice to SSB for any ruling might make. Date of the next se sion was left open.



A MONTHLY REPORT TO EDITORS

Highlighting Significant Facts about Bituminous Coal

ABUNDANT COAL HEADS FOR PEAK PRODUCTION IN NEXT CENTURY.

The authors of a new book, "Energy Sources—the Wealth of the World," point out that "Coal is by far the most abundant fossil fuel. The magnitude of coal reserves is, therefore, of the greatest importance. . . . Of the total world reserves, 52 percent is bituminous, 40 percent is subbituminous and lignite, and 7 percent is anthracite. . . . Assumptions that seem reasonable at this time indicate that the peak (of production) for all coal may be reached by the middle of the next century or almost certainly not later than the middle of the century after that."

BRITISH TEAM STUDIES AMERICAN METHODS OF COAL UTILIZATION.

A thirteen-man team from Great Britain recently arrived in this country to study American methods of using coal in steam plants. They hope to improve the efficiency of coal utilization in Britain to help conserve their inadequate coal supply. Here in America tremendous advances have been made in getting more work out of each ton of coal. At the time of World War I it took an average of 4 lbs. of coal to produce a kilowatt-hour of electricity. Today with modern combustion equipment, more efficient boilers, and better-prepared coal, the average is 1.14 lbs. of coal per K.W.H. and some electric-generating plants of newest design are able to do the job with as little as ⅔ of a lb. of coal.

COAL PROVES MAIN FUEL SOURCE FOR ELECTRIC UTILITIES.

A top public utility executive has pointed out that his industry's coal requirements grew from 40 million tons in 1931 to nearly 105 million tons in 1951—about one-fifth of the national output. He then estimated that the nation's electric power requirements by 1954 will increase this figure to 130 million tons. And so it goes: more and more reliance on coal, our most plentiful fuel.

COAL'S VALUE AS RAW MATERIAL INCREASING.

Indicative of coal's increasing importance as a source of chemicals and the raw materials of chemistry is the development program of one of the nation's largest coal producers. This company is spending over one million dollars on research and the construction of a pilot plant to experiment with coal conversion. These experiments are designed to yield the maximum salvage of special tars from which valuable chemicals are obtained, as well as a base for synthetic fuels. The plant, as presently designed, will also produce a coal char which will be a very useful solid fuel.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.

SELL LOCAL RADIO

Venard Tells Alabama Group

LOCAL programs, featuring local personalities and catering to local tastes, comprise the key to successful station operation, Lloyd George Venard, president of O. L. Taylor Co., said Friday in a talk to the Alabama Broadcasters Assn., meeting in Biloxi, Miss.

Noting that Alabama has 77 AM stations to 18 daily newspapers whose total circulation is only slightly more than half the number of radio homes, Mr. Venard declared, "The advantage is all on your side if you localize."

He suggested that an early morning show—"a two or three hour show with the same personality and with interruptions only for news and farm programs"—is something that will "give your local audience a local pride." News shows, with the same sort of local coverage that the local newspaper gives to local events; local women's programs, run daily and conducted by a woman "whose authority, by virtue of her personality and her voice, will gain her invitations to everything from a christening to a Red Cross rally"; local sports coverage; localized musical programs and local kid shows were also suggested by Mr. Venard as good vehicles for building station audiences and profits.

Good local programming deserves good promotion, Mr. Venard pointed out, suggesting the use of station breaks taped by local citizens, so that "your station identification is given by people who live in your town," the use of names from the phone book, and having the station telephone operator answer calls with "this is station WXXX . . . Right now we are broadcasting the noon farm program for Smith's tractors."

"See to it that your engineers, your announcers, your secretaries all talk radio," he urged. "Help them talk it. Give them facts on radio's importance—and your own success stories. Many a deal has resulted from the enthusiastic report that some announcer gave to a friend who told it to an advertiser."

Reminding his audience that local radio does almost twice the dollar volume of business as the four national networks combined, Mr. Venard urged them to "sell radio" to their listeners, to dramatize the 105 million radio homes in the U. S., half with two radios, a third with three, and to use a couple of courtesy spots a day to promote radio itself.

RADIO PIONEERS DINNER

Set April 1 at NARTB Meet

AIR FORCE Secretary Thomas Finletter is to deliver the major address as a highlight of the annual Radio Pioneers Club Dinner April 1 during the annual NARTB convention.

The dinner is an added feature of the convention. Dr. Lee de Forest, credited with inventing the vacuum tube, will receive a special citation during the dinner, to be held at 7 p.m. in the Conrad Hilton Hotel Grand Ballroom. The third annual Pioneer Award will be made to Prof. Reginald Fessenden, pioneer wireless experimenter.

IN LOUISVILLE to inspect facilities of WHAS there is this group of representatives from Henry I. Christal Co., new station representative of WHAS (radio). Visitors are welcomed by Neil Cline (seated, r), WHAS sales director. Standing (l to r): A. J. Young Jr., Irvin Gross, Alan H. Schroeder and Douglas Ballin. Christal's James L. Thompson is seated with Mr. Cline.

POLITICAL FUNDS

Probe Proposed in House

A PROPOSAL that a special House committee be appointed to probe campaign expenditures of House candidates got a green light last Thursday by the Rules Committee. If approved by the House, it goes into effect.

The resolution (H Res 558), authored by Rep. John W. McCormack (D-Mass.), who is Majority Leader in the House, would look into "use of advertising space, radio and television time . . . moving-picture film" and other services made available to the House candidate in his campaign.

All methods of contributions, expenses, money raised or subscribed by candidates themselves, individuals, groups of individuals and corporations would be explored.

Committee, made up of five House members picked by the Speaker, would look for violations of the sundry federal or state acts prohibiting certain election-campaign practices and suggest remedial legislation. Subpoena powers would be granted the committee, which would have a deadline set at Jan. 3, 1953, for its report to the House.

Winchell Ill Again

WALTER WINCHELL, radio commentator, taken ill in ABC studios just before his regular Sunday night program, March 16, was forced to cancel his appearance. Announcer Richard Stark read the prepared script. His office, attributing the ailment to "a serious attack of virus infection."

UNION BATTLE

NABUG Drops NABET

DISSENSION within ranks of National Assn. of Broadcast Unions and Guilds became separation last week with a Wednesday announcement that NABUG's New York council had voted unanimously to drop from membership one of its early members, National Assn. of Broadcast Engineers and Technicians.

Council Chairman Oliver Nicoll said the conflict was the result of "raiding" by NABET, which was charged with infringements in the past two years on TV and radio writers, directors and scenic designers, among others. NABET action, it was said, was contrary to policy adopted by other NABUG members, called the "little NABUG formula": To operate under trusteeship in new areas with temporary representation, until industry trends become stabilized and jurisdiction could be resolved.

Old strife was revived last fall when NABET sought membership from various engineers throughout the country and NABUG meetings were held as early as last October to resolve the conflict amicably. NABUG council privately implied last December, however, that if NABUG-NABET discussions could not settle the difficulties, the latter union would be dropped.

Resolution was passed unanimously by unit vote as well as by the council, composed of representatives for American Federation of Radio Artists, Television Authority, Radio and Television Directors Guild, Assn. of Theatrical Press Agents and Managers, and Local 829 of United Scenic Artists of America (all AFL); Authors League of America (independent), and Radio Writers Guild (an ALA member). Representatives of International Alliance of Theatrical Stage Employes and NABET were not present.

NABUG was organized nearly five years ago for solution of problems common to guilds and unions associated with the radio-TV industry.

George Mahr, national representative of NABET, Friday morning denied the raiding charges lowered against his group by NABUG. "We regret the move they feel necessary and disavow any raiding with which we've been charged," he said. "Groups are free to disaffiliate or affiliate as they see fit and that's the way we operate."

upcoming

Mar. 22-April 6: Chicago International Trade Fair, Navy Pier, Chicago.

Mar. 24-27: Canadian Assn. of Broadcasters annual meeting, Royal York Hotel, Toronto.

Mar. 26: Senate Interstate & Foreign Commerce Committee, executive session, to consider S 2444, a bill to ban liquor advertising on radio-TV, Washington.

Mar. 26-28: American Assn. of Industrial Editors, first national convention, Netherland Plaza Hotel, Cincinnati.

Mar. 30-April 2: NARTB 30th Annual Convention, Conrad Hilton Hotel, Chicago.

April 1-4: Twenty-second annual Safety Convention and Exposition, Statler Hotel, New York.

April 1-4: American Management Assn. 21st annual packaging conference and exposition, Auditorium, Atlantic City, N. J.

April 3-5: American Assn. of Advertising Agencies, spring meeting, The Greenbrier, White Sulphur Springs, W. Va.

April 4-6: American Women in Radio & Television, second national convention, Statler Hotel, Detroit.

April 15-17: AIEE Southwest District meeting, Jefferson Hotel, St. Louis.

April 16: Brand Names Foundation's "Brand Names Day" conference, Waldorf-Astoria, New York.

April 16: BAB Sales Clinic, Los Angeles.

April 16-18: American College Public Relations Assn. 36th annual convention, Carter Hotel, Cleveland.

April 17-20: Ohio State U. Institute for Education by Radio-Television, 23d annual meeting, Deshler-Wallick Hotel, Columbus, Ohio.

April 19: Cincinnati section, Institute of Radio Engineers, Spring technical conference, Cincinnati.

April 20: Los Angeles Advertising Women Inc., in cooperation with Advertising Assn. of the West, 6th annual Frances Holmes achievement awards, Ambassador Hotel, Los Angeles.

April 20-24: American Newspaper Publishers Assn., annual convention, Waldorf-Astoria, New York.

April 21: BAB Sales Clinic, San Francisco.

April 21-26: Educational Television Programs Institute seminar, Pennsylvania State College, State College, Pa.

April 23: BAB Sales Clinic, Portland, Ore.

April 24: MBS stockholders annual meeting, New York.

April 24: BMI Program Clinic, Palliser Hotel, Calgary, Alta.

April 25: BAB Sales Clinic, Seattle.

April 25-27: Advertising Federation of America, Fourth (Florida) district, Casablanca Hotel, Miami Beach, Fla.

April 28: BMI Program Clinic, Owensboro, Ky.

April 28: BMI Program Clinic, Phoenix, Ariz.

April 28: BMI Program Clinic, Missoula, Mont.

April 29: BMI Program Clinic, Nashville, Tenn.

April 29: BMI Program Clinic, Charleston, W. Va.

Don Lee's Radio audiences are climbing

12-month average -1949 vs. 1951*

Daytime audience 8.9% higher

Evening audience 11.2% higher

...and network rates are currently LOWER than they were in 1949!

*Pacific Nielsen Ratings, Full network average audience, Monday thru Friday.

DON LEE, THE BIGGEST NETWORK ON THE PACIFIC COAST, GIVES THE MOST COMPLETE, CONSISTENT *LOCAL* COVERAGE AT THE LOWEST COST PER SALES IMPRESSION OF ANY OTHER SALES MEDIUM

Don Lee and only Don Lee can sell your customers *locally* in 45 important Pacific Coast markets from their own local network station in their own local market. You can buy Don Lee according to your distribution pattern in 45 markets. There's no waste. That's real flexibility and real *value* and it's a Don Lee exclusive.

Don Lee consistently carries more Pacific Coast regional business (with more regionally sponsored shows consistently in the top rated 10) than any other network. The advertisers who know the Pacific Coast best also know the best Pacific Coast sales medium—DON LEE.

Represented Nationally by John Blair & Company

The Nation's Greatest Regional Network

1313 North Vine Street Hollywood 28, California

Mutual
DON LEE
BROADCASTING SYSTEM

Miss Price (at head of table), writer-producer-director of Unshackled, *works for one-seventh the sum she made in commercial radio in handling broadcasts for Pacific Garden Mission on WGN. Here she confers in detail before a show with program talent, each of whom is a professional, paid AFRA scale.*

* * *

'Unshackled'

A Spiritual Theme Helps to Sell Pacific Garden Mission

RELIGION on the local airwaves, long a somewhat shabby and hard-to-sell item, has acquired the accouterments of maturity and the professionalism of a commercial venture at WGN Chicago.

There *Unshackled* is molded subtlely without the too-frequent admixture of fanatic evangelism and frantic fund appeal.

Its appeals are an understanding of fundamental human behavior, the simple dramatics of everyday living and a search for reason in what seems to many an unreasonable world.

Named by an imaginative (and anonymous) ad man, *Unshackled* is aired each Saturday at 7:30 p.m. by the 50-kw clear channel station, a prime time for any religious program. It is written, produced, researched and directed by an energetic woman whose secret of successful radio selling is a personal conviction that the "product" is the best.

That product is the philosophy that "Christ is the answer to all problems," a logical conclusion following the writer's assumption that the inventor knows best how his machine functions."

The lady with such conviction is Eugenia Price, who entered the competitive field of commercial radio writing 12 years ago and sold her first script, *In Care of Aggie Horn* on NBC. Three years ago, the successful daytime serial writer, of *Joyce Jordan* and others gave up $35,000 yearly.

At that time, her minimum price for a simple half-hour drama, minus such time and energy-consuming items as research, production and casting, was $250. Today, she shepherds *Unshackled* through every phase for $100 weekly—$25 more than she was paid the first year.

The sponsor is Chicago's oldest Skid Row project, the Pacific Garden Mission, second largest in the country.

"New York, and the Bowery Mission got there first," she noted.

Unshackled went on the air Sept. 9, 1950, initially at 11 p.m. on Saturday. Last fall it moved to 7 o'clock, following the popular Mutual network show, *Twenty Questions*. They have almost identical ratings, with *Unshackled* getting an estimated 300,000 listeners weekly.

It has reached heights of glory which even surprise the mission's optimistic administrators, among whom is Superintendent Harry Saulnier. He handles all activities for the three-building organization, a purely local and non-profit operation located on State St. in the slum area just south of the Loop.

The program, designed to spread the Christian gospel to the widest possible audience, seeks to restore faith in recalcitrants and bring into the fold persons needing help. *Unshackled* continues as a self-supporting vehicle, with any surplus money contributions going to other radio broadcasts.

The success has transcended the local scene, extending into national and international realms. This spring, Pacific Garden Mission plans to buy time on six other 50 kw-stations, starting with WWVA Wheeling, W. Va. One Chicago constituent has guaranteed one-third of the costs on that station, about $15,000 yearly. Time is always purchased at card rates.

Broadcast expenses this year are expected to total about $225,000, of which $50,000 is for the WGN show. Another $280 weekly will be spent on Voice of America re-plays of the program to Iron Curtain areas and to members of the armed forces overseas.

Miss Price, since her personal and professional change-over, believes religion "is either awfully simple or simply awful."

Methods of making it "awfully simple" on the program include purchase of weekday time, use of a drama-documentary technique, professional productions with competent performers (she does all the casting) and payment of union scale wages.

She uses music and sound effects whenever necessary, and omits an open or middle "commercial," using only a short pitch at the end of the program after the story conclusion.

Miss Price is convinced this last move is wise, although "I'm sure we lose half the audience." The closing message, in a subdued manner, seeks funds for continuation of the series. Occasionally, for a special mission project, a mention will be made.

Two weeks ago the mission medical and dental clinic, staffed by volunteer professionals, ran out of drugs. A one-time mention brought in more than $1,000 in one mail. In a 30-second spot, the mission offered its book, *Doorway to Heaven*, for $2 shortly before Christmas. It sold out—1,000 copies in one week.

Plots and story themes are taken from mission files on degenerates, alcoholics, neurotics, prostitutes and criminals, although sensational elements are deleted. The script concentrates on the more normal individual suffering from frustration or loneliness, with whom members of the audience can readily identify themselves.

The Pacific Garden syndicated network will span the country from coast to coast with broadcasts of *Unshackled*. There will be no local cut-ins for a similar organization in those markets because the mission believes it can help many people in many places, despite its purely Chicago character.

* * *

MISSIONARIES all over the world have used tapes of the show and Protestant ministers in this country broadcast them in sermons and at church social meetings. A prison official in St. Joseph, Mich., reported numerous conversions each week as a result of the prisoners' request that *Unshackled* be substituted for regular Sunday church services.

Minus heavy moralizing, the show has "the most basically sound approach to psychology and its therapy that I have ever heard on the air," in the opinion of a Chicago university professor of psychology. Understanding, rather than preaching, is the objective.

The 75-year-old mission, established by an eastern socialite couple who attended its meetings nightly for 30 years, is subsidized by Protestant churches and by individuals. Progressive in its concepts as well as in its teaching and guidance methods, the mission governing board is delighted with results of its use of radio. It may cancel its black-and-white "trade" advertising nationally and also is considering extensive preparation of television films. Its agency, the John M. Camp Co., has specialized for the past few years in religious TV presentations.

UNDERSTANDING, rather than preaching, is the objective of local religious show of WGN Chicago. Miss Price gave up $35,000 a year as a successful radio writer three years ago to devote her talents to **Unshackled** for $75 per week. "Commercials" are kept subtle and in good taste. A psychology professor from a Chicago university termed the program, "The most basically sound approach to psychology and its therapy that I have ever heard on the air."

CONVENTION SEATS

Filing Deadline Is April 15

APPLICATIONS by radio and television commentators and working radio-TV newsmen for seats at the Republican and Democratic National Conventions to be held in Chicago in July must be made by April 15. Official announcement was made last week by Bill Henry, chairman of the 1952 Political Convention Committee of the Radio Correspondents' Assn., Washington, D. C.

The Radio-Television Galleries again have been designated by the Republican and Democratic National Committees to supervise the radio and television news "galleries" at the conventions. Mr. Henry has been appointed chairman of the committee to supervise accreditation, seating and operation of the radio and television news quarters in Chicago by the executive committee of the correspondents' association.

★

Other members of the convention committee are Willard F. Shadel, CBS, vice chairman; Hollis M. Seavey, MBS, and G. W. Kingsbury, WLW Cincinnati.

D. Harold McGrath, superintendent of the Senate Radio-Television Gallery, and Robert M. Menaugh, superintendent of the House Radio-Television Gallery, will be in active charge of facilities at the two conventions. This is the fourth time Messrs. McGrath and Menaugh have had charge of convention "gallery" facilities for radio and TV. They will be aided by the following assistant superintendents of the two Galleries: Robert C. Hough, C. J. D'Andrea, Carmen Garcia, Clarence T. Day and Manuel (Mike) Michaelson. Mrs. Garcia has been appointed secretary to the committee.

A standard form has been prepared for applications. They will be furnished to anyone who writes to the Radio-TV Gallery, Room G-25, U. S. Senate, U. S. Capitol, Washington 19, D. C.

Full Cooperation Promised

Mr. Henry said: "Both the national committees have given us assurances that every effort will be made to provide facilities, including seats, for all possible legitimate working radio and television newsmen and commentators. But it will be necessary for applications to be filed not later than midnight, April 15, so that our needs can be presented to the Arrangements Committee of the two conventions by April 20."

'PUBLICITY' FUNDS

Limited in House Action

AN ECONOMY-minded Congress is continuing its renewed attacks on the number of publicity personnel on the rolls of U. S. government agencies.

Butt of the most recent jab is the Radio-TV-Film Section of the National Production Authority but other government departments also came in for criticism. The jab was delivered March 13 by Rep. George Meader (R-Mich.) during House debate on the third supplemental appropriations bill.

The House passed the funds measure, including a proviso that "no part of any appropriation contained in this act shall be used for publicity or propaganda purposes not heretofore authorized by the Congress."

The bill (HR 6947) was designed to provide expenditures for salaries and other services for numerous government agencies during the remainder of the current fiscal year ending June 30. If cleared by the the Senate, it would mean that none of the departments could use the voted funds for purposes of publicity, including radio-TV activity by their personnel.

Rep. Meader took NPA to task for sending out material "to promote the philosophy and interests" of the agency. The weekly reports, he said, are sent to members of Congress for use "on your radio reports to your constituents back home." The material offered is in the form of 15-minute scripts.

Added Expense

The congressman's greatest concern was that this not only is an added expense and perhaps an illegal use of public funds, but also an attempt by the government "to try to influence public opinion." Similar charges had been raised in connection with OPS public information radio programs [Feb. 25, 18].

The Meader amendment, approved on the House floor, does not apply, ironically enough, to NPA. Funds for salaries and expenses of its policy arm, the Defense Production Administration, and for such Commerce Dept. groups as the Census Bureau and National Bureau of Standards would be affected publicity-wise by the proviso.

The amendment would apply to FCC which was earmarked for $488,900 for salaries and expenses.

The State Dept.'s international information and educational program, for which a sum of $1,750,000 would be allotted, also would be unable to use the money for publicity purposes.

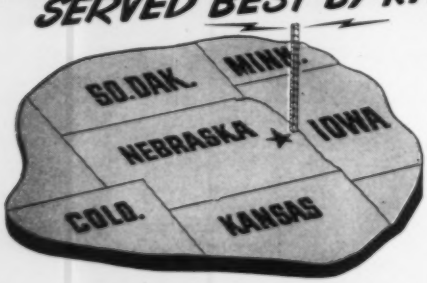
Another BLUE RIBBON Achievement

"Technical perfection in engineering" is the achievement citation to KFAB's staff of engineers. Every KFAB technician is an expert . . . trained and experienced in all phases of engineering from the control panel to field work. This experienced staff of technicians whose combined service records total 205 years . . . manning the finest equipment money can buy . . . build another bonus for KFAB advertisers. This is another guarantee that the advertiser's message is delivered to KFAB listeners with maximum quality and effectiveness. BIG ACHIEVEMENTS can be yours when you use KFAB—Contact Harry Burke, General Manager, or Free & Peters.

THE MIDWEST-EMPIRE STATION
KFAB
50000 WATTS OMAHA CBS RADIO

THE BIG STATION WITH THE BIG SHOWS
FIRST PLACE

THE MIDWEST-EMPIRE SERVED BEST BY KFAB



OIL NEWSLETTER

PREPARED BY THE OIL INDUSTRY INFORMATION COMMITTEE — NUMBER 29 OF A SERIES

FOR YOUR INFORMATION:

To the average layman, 1/1,000,000 of an ounce of anything isn't worth talking about. Yet, with such infinitesimal weights as this, oil industry scientists are developing some fascinating facts about lubricants and their effect on internal combustion engines. Even more microscopic particles - as little as 1/1,000,000,000 of an ounce - have been mixed with different petroleum products to trace their flow in the vast array of underground pipe lines which speed gas, crude oil and oil products to refineries and consumers.

Geiger counters and other trappings of the new atomic age are being used in these experiments which are part of the oil industry's constant program of research and development - a program on which individual companies are spending a total of more than $100 million a year. Especially intriguing is the fact that some companies started experiments with radioactive materials as early as 1943 - two years before Hiroshima and Nagasaki were transformed from relatively obscure Japanese cities to landmarks in history. In those early days, the cyclotrons were used as sources of radioactive materials. Now the atomic pile at Oak Ridge, Tenn., is the chief source.

How are these atomic tests being carried out? One revolutionary approach involves the use of radioactive piston rings. Specially-trained scientists install one of these rings in a test engine while others safeguard their health and lives by keeping a close check on the radioactivity with the delicate Geiger counters.

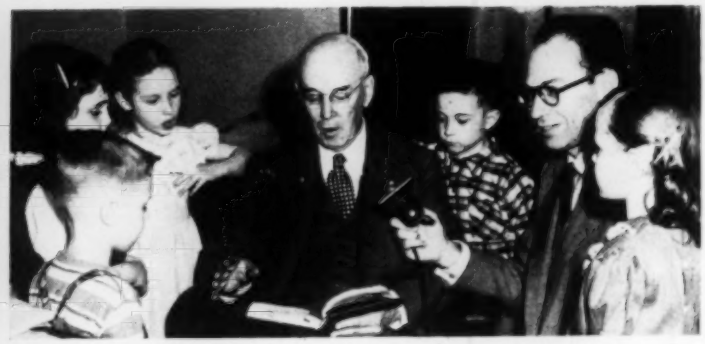
The car is then driven in proving ground road tests under weather conditions ranging from summer's heat to sub-zero colds. The infinitesimal particles worn from the radioactive piston ring drop into the motor oil and are measured with the Geiger counters. Perhaps only as much as 1/1,000,000 of an ounce of metal is involved but the atomic test provides unheard-of accuracy. In addition, tests can be completed with as little as 50 miles of driving, whereas the older methods required as much as 10,000 miles. One of the points that these atomic tests have proved is that modern, high-quality motor oils can actually triple the life of a car engine by substantially reducing wear.

Oil industry scientists and technicians are using radioactive materials in other experiments too. In addition to the lubrication tests and the use of isotopes in the underground pipelines, oil men are using them in refineries to trace the progress of hydrocarbon molecules in the manufacture of petroleum products; in well-logging (mapping and studying of underground strata to determine the likelihood of oil production); and as a means of determining the liquid level in closed containers.

For further information about the oil industry, don't hesitate to write to me.

Edwin W. Esmay

Edwin W. Esmay, Acting Executive Director
Oil Industry Information Committee
American Petroleum Institute
50 West 50th Street, New York 20, N. Y.



CRIME doesn't pay morning-time thriller—with moral, of course—is read to moppets by Sen. Charles W. Tobey (R-N. H.) of Kefauver Crime Committee fame. Sen. Tobey (holding book) told an "original children's story" to listeners of *Little Ernie's Story Time* on WGAY Silver Spring, Md. (Friday, 9:30 a.m.). It was about the theft of 16 New Hampshire pullets from "an old woman" and how her despair was turned into happiness by her village neighbors in the Granite State. At right, holding microphone, is WGAY's Ernie Tannen. Sen. Tobey was the third dignitary to be guest on the program which has been host to Sen. Margaret Chase Smith (R-Me.) and Maryland Gov. Theodore R. McKeldin.

FLA. RULING

Restricts Political Radio Programs

SUPPORTERS of political candidates in Florida must buy their radio advertising through the candidate's campaign treasurer, according to a ruling by Circuit Judge Tillman in upholding constitutionality of Florida's new election law.

The law had been attacked in a suit filed by W. A. Smith, president of WPLA Plant City, Fla. [B•T, Feb. 18]. Judge Tillman held, however, that the law is not applicable in the case of a candidate for national office who does not have a campaign manager in the state. An appeal to the state supreme court is expected.

In a similar suit to test the law's applicability to newspaper advertising, Circuit Judge Hutchinson had held the law unconstitutional as denying freedom of the press.

J. Kenneth Ballinger, Tallahassee attorney representing Florida Assn. of Broadcasters and Florida Press Assn., attacked the law in the suits on behalf of the associations.

State Attorney General Richard Ervin first interpreted the law to require that all funds spent by any person to further the candidacy of an office seeker must be turned over to the campaign treasurer and disbursed by him. Later he changed the ruling to permit supporters of Florida candidates to pay cash out of their own pocket for advertising, specifying the purchaser must have written authorization from the candidate or his treasurer and the expenditure must be listed on the candidate's public financial return.

Latest Ruling

Judge Tillman's latest ruling holds the owner of a Florida radio station must have authorization for a time purchase from the candidate's treasurer; he may give time to a candidate or other citizen for expression of views furthering a candidacy if the time is contributed as a gift through the candidate's treasurer; a citizen may give his views on a candidacy (on a station other than his own) if he has first obtained authorization from the candidate's treasurer and the payment is recorded as a contribution to the campaign; a station may broadcast opinions and views of non-residents of the state. Nominees of national parties are not candidates under the state law.

Judge Tillman said, "It should be noted that the rights of freedom of speech and the press, as applied to radio, are necessarily and from the beginning more restricted than they are in relation to a newspaper."

He based this thesis on the assertion that radio is not available to all and therefore subject to regulation by the federal government.

DAYLIGHT TIME CHANGES

Networks Ready Plans

MAJOR networks are preparing for the April 27 shift from standard to daylight saving time.

NBC, CBS, ABC and MBS again will record their radio broadcasts so that all may continue to be heard during the same local time slot they occupy in winter months. Live productions will be broadcast on daylight schedules with no noticeable shift for audiences in daylight time zones, and will be recorded for rebroadcast, one hour later, in zones remaining on standard time. LBS plans were not announced.

Television programs at NBC, CBS, ABC, and DuMont will be aired on daylight schedules so that live shows will be seen one hour earlier in terms of local time in those zones which continue to observe standard time. For audiences in daylight time zones, there will be no noticeable change in the broadcast time of their live video programs.

W. VA. MEETING

Protests Rayburn Ban

PROTEST against Speaker Sam Rayburn's ban on radio-TV pickups of House of Representatives proceedings was voted March 15 by the West Virginia Assn. of Broadcasters, meeting at the West Virginian Hotel, Bluefield. Members were urged to contact their individual congressmen.

John T. Gelder Jr., WCHS Charleston, was elected president to succeed Joe L. Smith Jr., WKNA Charleston-WJLS Beckley. Mr. Gelder won over J. Patrick Beacom, WVVW Fairmont. On Mr. Beacom's motion the election was declared unanimous. William E. Rine, WWVA Wheeling, was elected vice president. Mr. Rine is a vice president of Fort Industry Co. Alice Shein, WBTH Williamson, was re-elected secretary-treasurer.

Directors-at-large are L. H. (Bud) Rogers, WSAZ-AM-TV Huntington, for TV; John S. Phillips, WHTN Huntington, for independents; P. T. Flanagan, WHIS Bluefield, for medium stations; F. J. Evans, WPLH Huntington, for small stations.

District representatives are C. Leslie Golliday, WEPM Martinsburg, District 1; Fred Zimmerman, WBLK Clarksburg, District 2; Charles High, WGKV Charleston, District 3; Virginia Cooper, WJLS Beckley, District 4.

The association voted to petition FCC to relax the rules covering first-class technicians in light of present-day operating progress. Support was voted the Broadcast Music Inc. clinic to be held April 29 at the Daniel Boone Hotel, Charleston. Cash prizes will be supplied for the BMI contest for young composers.

RCA's film, "Success Hill," was shown by David S. Newborg. The film shows the operation of the Bridgeport, Conn., UHF television station. Delegates were guests of WHIS Bluefield at a reception.

Formation of a statewide network of broadcast stations for civil defense purposes was advocated by John N. (Bill) Bailey, public affairs officer of Region 2, Federal Civil Defense Administration.

'Hillbilly Heaven'

WSM Nashville's *Grand Ole Opry* is given colorful treatment in the March issue of *The American Magazine*, copies of which were sent to the trade last week by the station. Called *Hillbilly Heaven*, article, authored by Don Eddy, says: "Today, its [Opry] fame is so great that hopeful guitar and banjo beaters, accordion squeezers, mandolin pickers, balladeers, yodelers and assorted mountain minstrels still arrive in such throngs that Program Director Jack Stapp, a sharp city feller who can spot a hillbilly dilly as far as you can call a hog, has had to set up an audition system to screen the promising from the impossible."

stars all... crusaders all...
working for the AMERICAN CANCER SOCIETY'S
1952 CANCER CRUSADE
Join them. use them!
1 — Greer Garson
2 — Gary Moore
3 — Mary Margaret McBride
4 — Gregory Peck
5 — Frances Langford
6 — Luke Easter
7 — Perry Como
8 — Senator Estes Kefauver
9 — Richard Rodgers
10 — Robert Young
11 — Eric Johnston
12 — Lanny Ross
13 — Roy Acuff
14 — Rex Allen
15 — Sons of the Pioneers
16 — Wayne King
17 — Sarah Vaughan
18 — Ginny Simms
19 — Spike Jones
20 — Senator Ford
21 — Sid Gordon
22 — Jimmy Cannon
23 — Don Ameche
24 — Fibber McGee & Molly
25 — Harry Von Zell
26 — Don Wilson
27 — Richard Stark
28 — Marvin Miller
29 — Ford Bond
30 — Ezio Pinza
31 — Eva Gabor
32 — Col. George Collins
Dr. Charles S. Cameron
Dolly Stark
For Radio
20 seconds through fifteen minute features
including weather forecasts
Scripts for 18 program categories
For Television
20 second and one minute trailers and animations
A full catalogue of props
Cancer strikes one in five
help science help
GIVE
AMERICAN CANCER SOCIETY • 47 Beaver Street, New York 4, N. Y.
Walter King, Director, Radio and Television

In Wilkes-Barre, Pennsylvania's 3rd Largest Market,

WILK's

average ¼ hour rating* from 7 a.m. to 1 p.m. is 34.1% higher... than that of the next-best station...

* Pulse:

Monday, Friday

November 1951

Wilkes-Barre - Hazleton Market

AVERY KNODEL Inc.

Nat'l. Rep.

• New York • Chicago
• Atlanta • Los Angeles
• San Francisco

'RED' INFLUENCE

Cites Union Control Danger

COMMUNIST-controlled unions holding defense contracts in electronics and other fields pose a "serious threat to national security" and potentially are "very dangerous," a top defense procurement official declared last Monday.

The warning was sounded by Chairman John D. Small of the Munitions Board before a Senate Labor & Public Welfare subcommittee probing Communist domination labor unions. The inquiry is under the chairmanship of Sen. Hubert Humphrey (D-Minn.).

Citing important contracts held by the independent United Electrical Workers Union reaching "substantial dollar volume," Mr. Small asserted:

"The [UEW] is the collective bargaining agent for many facilities working on important defense contracts in the strategically-important field of electronics. Congressional reports point out that a roll call of their leadership reveals names whose affinity to the Communist Party line is a proven fact. . . ."

The UEW was ousted from the CIO in 1949 on the grounds of Communist domination and a new CIO International Union of Electrical Workers was formed in its place. Both hold contracts with General Electric, Westinghouse, Sylvania Electric Products and other electronic firms. Mr. Small also noted that the American Communications Assn. was expelled from the CIO in 1950 .

Broadcasters Have Stake

With respect to affidavit provisions of the Taft-Hartley Act, broadcasters as well as manufacturers appear to have a stake in what Sen. Humphrey calls a "broad and philosophical approach" to the problem. While unions, failing to sign non-communist affidavits, are deprived of benefits of the National Labor Relations Board, the Justice Dept. acknowledged that it had probed 68 such officers who signed them looking toward possibility of perjury. Of 14 cases which went to grand juries, only one indictment has been returned.

NLRB Chairman Paul Herzog testified that authority should not be vested in the board to determine whether any union is "Communist-dominated." NLRB should confine itself to collective bargaining because, among other reasons, it is not so qualified and speedy conduct of elections and unfair labor practices would be frustrated by delays, Mr. Herzog testified.

Whatever action Congress takes, according to Mr. Small, should not only apply to the Defense Dept., which the Munitions Board represents, but also to other government agencies dealing with unions.

Mr. Small also charged there is "not the least bit of doubt" that some union leaders would call strikes if importuned by the Soviet Union. Furthermore, he added, the Defense Dept. does not believe it now has authority to remove "potential saboteurs" from plants.

A Justice Dept. official, Andrew F. Oehmann, told the subcommittee that it is virtually impossible to prosecute Communist union leaders because the department must prove they were party members when they signed the non-Communist affidavit. He urged the Taft-Hartley law be amended to require officers to swear they have not been CP members for at least 12 months prior to signing the affidavit.

NEW WRFD PLANT

6,500 Attend Opening

FREEZING weather, overcast skies and an urge to catch an extra 40 winks on Sunday morning didn't stop approximately 6,500 people from driving 50 to 75 miles to attend the grand opening of new studios and 260 acre radio farm of WRFD Worthington, Ohio. Festivities took place March 16.

Ladies who attended received baby orchids flown in from Honolulu for the occasion. Green and yellow balloons were distributed to the boys and girls. Cigars and book matches were given to the men.

Activities commemorating the station's renovation continued throughout last week. On March 17, a tour of the station was conducted for sponsors and a party was held that evening for those who advertise on WRFD. Guest speakers at the gathering were Edgar Kobak, former president of Mutual Broadcasting System, and Joseph C. Harsh of the Washington bureau of the *Christian Science Monitor*. Station executives estimated that during the week an additional 10,000 persons visited the studios.

WRFD is owned and operated by the Peoples Broadcasting Co. of which Murray D. Lincoln is president. J. D. Bradshaw is station manager.

KRGV BIRTHDAY

Celebrates 25th Year

KRGV Weslaco, Tex., "The Voice of the Rio Grande Valley," reached its 25th year of broadcasting last Tuesday.

Station, which is owned by the Taylor Radio & Television Corp. and managed by Byron (Barney) W. Ogle, had its start in a "spare" back room of a music company in Harlingen, Tex., about 20 miles east of its present location. Called KHMC for Harlingen Music Co., the original outlet was supervised by H. R. Baum and managed by M. S. (Dick) Niles. Station was sold to Taylor-Howe-Snowden Inc. (later the Taylor Radio & Television Corp.) on Oct. 1, 1938.

KRGV operates on 1290 kc with 5 kw full time, directional night, acquired in July 1950. It is an affiliate of NBC.

RFE TRANSMITTER

Fourth Built in Portugal

CONTRIBUTIONS during the 1951 Crusade for Freedom made possible the construction of a fourth Radio Free Europe transmitter in Portugal which started broadcasts to Iron Curtain countries Feb. 27, the Crusade's national chairman, Gen. Lucius D. Clay, said last week.

First of the new 50-kw transmitters—all located northeast of Lisbon—went on the air Christmas Day; the second, in January, and the third, early in February. All were purchased with 1951 Crusade donations.

With its additional five transmitters in the Munich and Frankfort areas of Western Germany, Radio Free Europe now broadcasts daily to six countries—Albania, Bulgaria, Czechoslovakia, Hungary, Poland and Rumania—for a total of 800 hours per week, General Clay stated.

Installations in Portugal

The installations in Portugal include a half-mile-long antenna system designed to magnify the power of the transmitters and provide pinpoint accuracy in directing broadcasts. Programs are relayed among the various RFE stations for simultaneous broadcast on different wave lengths, thus reaching a maximum potential audience in Soviet satellites and counteracting Communist efforts to jam the broadcasts. Portugal, General Clay pointed out, has an excellent position for shortwave relay to Eastern Europe.

Crediting public donations for RFE expansion, General Clay warned that "America must keep expanding and intensifying its campaign of truth against Communism's big lies, by building more and more freedom stations. . . . We must not relax our efforts for a moment."

CHARGES PROPAGANDA

CHNO Stops Union Series

CHARGED by the International Union of Mine, Mill and Smelter Workers at Sudbury, Ont., that CHNO Sudbury had refused to permit a union program, Baxter Ricard, president of CHNO, replied that no Canadian communication outlet is compelled to disseminate Communist propaganda.

CHNO had aired one union program and was subsequently visited by the Royal Canadian Mounted Police, according to Mr. Ricard. The program which attracted the police contained a refrain "Russia Goes Marching Along." After the union had agreed to use no more Communist propaganda on a new series of programs on CHNO, Mr. Ricard, however, allegedly found "Communist double talk" in the next scripts. He then refused to air any more union programs. The union, in its newspaper *Mine-Mill News*, described the program as hard-hitting and factual.

SILVER plaque commemorating 25th anniversary of NBC was presented to top echelon of network on behalf of its affiliated stations. L to r: Jack Harris, vice president and general manager of KPRC Houston, who presented plaque; Niles Trammell, NBC board chairman; and Joseph McConnell, NBC president. Mr. Harris also presented executives with personal gifts. Plaque noted NBC's "outstanding leadership" in broadcasting arts and service to public during the past 25 years [B•T, March 17].

BASEBALL PLANS

Sponsors, Stations Report

BROADCAST and telecast plans for coverage of major league baseball games and training sessions throughout the country have been announced by several advertisers and stations.

Games played by the Washington Senators will be sponsored for the second straight year by the Christian Heurich Brewing Co., makers of Old Georgetown beer. WTTG (TV) Washington will handle TV assignments with Arch MacDonald and Bob Wolff alternating as sportscasters on the 26 games scheduled for telecast as well as on all scheduled games to be aired over WWDC Washington. Agency for the brewery account is Henry J. Kaufman & Assoc., Washington.

Bob Neal, WERE Cleveland sports director, inaugurated 1952 Cleveland Indians spring training broadcast schedule by airing play-by-play of the first two games with the New York Giants at Tucson March 8-9. Entire exhibition through April 13, with exception of four games, is being carried by the station.

Boston Red Sox broadcasts will be aired over WHAY New Britain, Conn. The 154-game agenda starts April 15 in Washington, D. C., and runs through Sept. 28.

Timely new program series has been announced by World Broadcasting Co., New York, transcribed program feature producer. Company has prepared a 26-program series, *Get a Hit*. Format calls for telling of a memorable baseball moment with local personalities as narrators. Script and music is furnished by World. Current baseball news and brief summary of an athlete's career are allowed for in the script.

ARMED Forces Radio Service, Hollywood, for sixth year shortwaved Motion Picture Academy Awards presentation to estimated listening audience of 91 million in 60 foreign nations.

IRAC

Functions Are Held 'Important' By Key Government Agencies

FUNCTIONS of the Interdepartment Radio Advisory Committee are deemed "important" by the Dept. of Defense, the Central Intelligence Agency and the Dept. of Commerce but IRAC's workload reflects records "in something less than a satisfactory and up-to-date condition."

Authority for this statement is Haraden Pratt, telecommunications advisor to the President, who expressed these views in a letter to Rep. Albert Thomas (D-Tex.). They were placed into the record of hearings held by a House Appropriation Independent Offices Subcommittee of which Rep. Thomas is chairman.

The Congressman had requested Mr. Pratt to outline the functions of IRAC in connection with FCC's proposed 1953 budget. FCC sought $11,327 for the coming year to cover "applied technical research and frequency allocation" involving IRAC. The Commission received an estimated $6,000 for the current fiscal year.

Mr. Pratt, in his letter to Rep. Thomas dated Feb. 21, thus commented officially for perhaps the first time on the nature of his telecommunications work with FCC and IRAC. He later made a progress report to President Truman [B•T, March 10].

The telecommunications chief ascribed condition of IRAC's records to "the greatly expanded use of radio frequencies with the advance of the art during and since the last World War" and to "the greatly increased military uses of radio frequencies resulting from the activities in Korea."

Mr. Pratt described IRAC's functions as assigning radio frequencies to government stations and serving as a forum for collaboration with the FCC, which apportions spectrum space among radio-TV broadcasters, amateur radio operators and other private users.

Mr. Pratt said that in response to a query put before defense agencies ("Is the work of the IRAC important and necessary to your operations?") the answer was that "without question" the committee's functions are important. To that end, he reported, the Defense Dept. has agreed to lend financial assistance to the committee as a national defense measure.

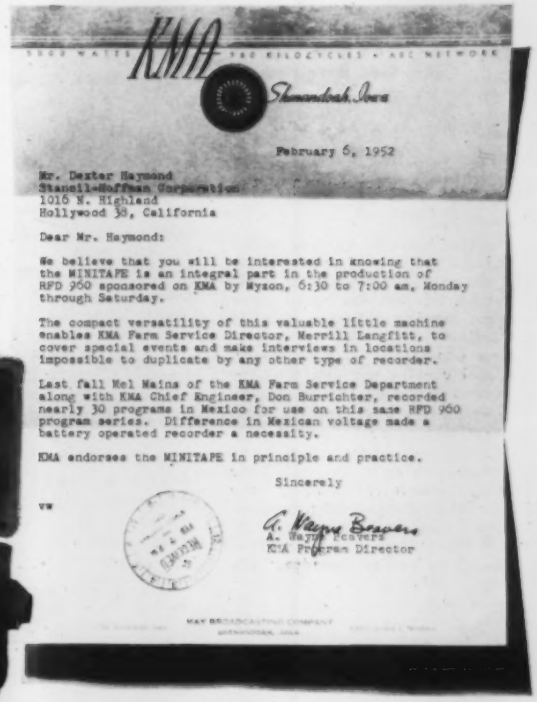
The President's telecommunications chief also added that his staff currently is helping to strengthen "the structure of secretariat of the committee in order that it may cope with the extra workloads imposed upon it. . . ."

IRAC was founded in 1923 by the late President Calvin Coolidge as a means of clearing use of frequencies between government departments and private users.

sponsor bait...

Buy a MINITAPE—*the shoe box size recorder that pays for itself in six weeks!*

KMA makes money with Minitape*


KMA
5000 WATTS 960 KILOCYCLES • ABC NETWORK
Shenandoah, Iowa

February 6, 1952

Mr. Dexter Raymond
Stancil-Hoffman Corporation
1016 N. Highland
Hollywood 38, California

Dear Mr. Raymond:

We believe that you will be interested in knowing that the MINITAPE is an integral part in the production of RFD 960 sponsored on KMA by Myzon, 6:30 to 7:00 am, Monday through Saturday.

The compact versatility of this valuable little machine enables KMA Farm Service Director, Merrill Langfitt, to cover special events and make interviews in locations impossible to duplicate by any other type of recorder.

Last fall Mel Mains of the KMA Farm Service Department along with KMA Chief Engineer, Don Burrichter, recorded nearly 30 programs in Mexico for use on this same RFD 960 program series. Difference in Mexican voltage made a battery operated recorder a necessity.

KMA endorses the MINITAPE in principle and practice.

Sincerely

vw

A. Wayne Bowers
KMA Program Director

MODEL M5A... $249 complete
F.O.B. Hollywood

- The only self-contained battery-operated tape recorder.
- Used by over 500 stations.
- Recordings of network quality.
- Weighs only 13 pounds.
- Uses rechargeable motor battery.

*MINITAPE... *Trade Mark Registered*

STANCIL-HOFFMAN CORP

1016 NORTH HIGHLAND AVENUE HOLLYWOOD 38, CALIFORNIA

SPRINGTIME PIs

Sprout Like the Flowers

NEWEST spring fashions in per inquiry novelties are emerging from the mail order shops.

They cover a wide range of items, including intricate contracts bearing the ingenious imprint of the barrister to old-fashioned staples of the 30-cents-on-the-dollar type.

In keeping with the Lenten season, two of the offers provide continuity including Biblical references apparently designed to point up their coefficient of sales pressure.

Judging by comments of broadcasters who have viewed some of the spring styles, special interest has been aroused by Protam, whose advertising is placed by Dowd, Redfield & Johnstone, New York. Writing to stations, Allen O. Kaye-Martin, on behalf of the agency invites participation "in our regular Protam radio activity"

While method of compensating stations and network is not mentioned, the letter states, "During the past year we have broadcast continuously on more than 400 stations, including all CBS and NBC owned and operated stations, as well as all leading 50,000 w stations, plus heavily concentrated activity on the Don Lee Pacific Network, Columbia Pacific Network, Mutual network, etc"

Flexible Arrangement

After this introduction, the letter gets down to terms quickly, offering the following flexible arrangement:

We would like to buy as many quarter-hour periods on your station weekly, as you feel warranted to do a maximum job for us, based upon orders not costing us more than $1 each. Initially, we will sign a six-week firm contract. In other words, if the total cost of the quarter-hour units recommended by you were $300 weekly, we would expect 300 orders.

The best way to arrive at the recommendation you might make to us is to use your rates on the half hour contiguous schedule, dividing the half hour into quarter-hour programs, using at least two quarter-hours daily on those days you carry the program. You are to broadcast the Protam program on the days and during the periods that you consider would be your best mail-pull time.

You are to obtain and ship to us the minimum number of orders required, according to the procedure outlined above, on a weekly basis. If, after the end of the first two weeks, you find that this volume cannot be obtained, you have the right to cancel our order and bill us for the time used. However, you are to continue to run the Protam programs until they pay off.

Another mail order firm offering a more diversified line of spring propositions is Marfree Adv. Corp., Chicago and New York. The familiar phonograph record deal, with a P.I. of 30 cents on a dollar order, sounds a note of caution, "Please don't confuse this offer with any other you have ever heard."

With obvious know-how in this type of merchandising, Marfree adds, "Instead of the usual cat-and-dog tunes which have been used to pad out so many recent deals, Galgano (Galgano Distributing Co.) specially recorded four brand new top hillbilly tunes for this new offer, using special name talent. These are not pickup tunes, closeouts or distress merchandise."

A three-ply continuity packet is provided, opening with a terse 60-word introduction. After a song is played, a 750-word message is read, followed by a brief closing remark of 350 words.

Appealing to the broadcaster's business side, General Manager Burton A. Neuburger of Marfree closes with this thought, "Don't take our word that this is a great offer. Try it yourself on the air. There's magic in a buck. Let's make lots of them."

Another Marfree project offers a package described as "No. 1 in the series," paying $1.75 per query for the White Cross plan of Bankers Life & Casualty Co.; 60 cents for Quilt Lady, priced at $1.79, and $1.50 for Mitocin, a $2.98 smoking deterrent made by Parker Pharmaceutical Co.

Both of the above offers originated in the Chicago office of Marfree Adv. Corp. Vice President Barnett Friedenberg of the New York office has a new product called Dianol, mix-with-paint insecticide, that he believes "will out-d-Con d-Con." d-Con is a rodenticide.

A Marfree continuity about the hillbilly record opens with a Biblical approach: "Friends, remember how the good book talks about Manna from Heaven! Well, I'm dropping in on you out of the airwaves with some of the best news to come down the road in many a day . . ."

On behalf of the White Cross plan, the Marfree copy again takes up the Biblical theme, submitting this friendly greeting, "Friends, the Bible teaches us that a good man protects his family against all emergencies . . ."

A "sensational" proposition comes out of Lasker-Riseman Inc., Boston, for the firm's client, Roy Tracy. A harmonica package sells for $1.98 plus cost if orders are COD.

"The materials offered are very costly compared to most radio mail order offers," George Lasker writes on behalf of Lasker-Riseman. "In order to make a small profit, therefore, our client can't afford to pay more than 80¢ for advertising for each order received. We would like to buy three or more five-minute programs per day on your station, with your guarantee that they will cost no more than 80¢ (gross) for each order."

A leading magazine publisher, Curtis Pub. Co., has made a P.I. pitch that brought a nose-rubbing reprisal from Frank E. Wimberly, general manager of KWHW Altus, Okla. Mr. Wimberly wrote R. H. Goshorn of Curtis Circulation Co. in this vein:

"We are slightly surprised to get from the *Country Gentleman*, associated by tradition with the Benjamin Franklin who said 'keep thy shop and thy shop will keep thee,' a per inquiry offer. We would also be surprised if we learned that some *Country Gentleman* subscription offers we have heard on regional radio stations are per inquiry . . . We would hardly be consistent in participating per inquiry, as we are currently scheduling paid advertising calling attention to reading material in another national farm publication."

Revival of Radio Merchant's Guild service is proposed in a letter to stations from Joseph F. MacCaughtry, Los Angeles. If enough stations are interested in the guild's plan to increase station revenue, the project will be reinstated, according to Mr. MacCaughtry, who also serves as president of Cardinal. The 10-point guild plan is built around mail order selling by radio.

Arrow Adv. Agency, Chicago, shows an awareness of P. I. problems in offering 60 cents per inquiry for an unnamed item. Milton Hecker, on behalf of the agency, surveys the P. I. field this way, "Let the facts speak for themselves! We know that most P. I. deals that are submitted to you are 'hot deals' only in the eyes of the copywriter and in the hopeful anticipation of the client . . ."

Nearsightedness Scored

The oft-uttered observation of P. I. offerers about radio's chance to sell mail order merchandise much cheaper than the local merchants brought an observation by Willard Deason, general manager of KVET Austin, Tex., to this effect in a letter to Rand Adv. Agency, New York:

"I wonder if you realize that the average station in the medium-size market draws the greater portion of its revenue from the retail stores and from the manufacturers or distributors who use the retail stores as outlets for their products. In my opinion, any station manager who goes into the mail order business in competition with the local retailers is 'nuts'."

William Von Zehle & Co., New York, asks stations, "Is increased TV viewing or a decrease in radio advertising cutting into your radio profits?" If so, the agency suggests stations purvey Nutridine, dietary supplement, keeping $1.50 of the $3 per bottle charge, or $2.25 for the three-bottle $5 economy package.

Dick Gilbert, promotion manager and conductor of his own program at KTYL-AM-FM Mesa, Ariz., replied to a P. I. inquiry by offering Carl Fischer Inc., New York music publishing house, a daily announcement at usual rates in lieu of a 35-cent retainer for $1 copies of a Jo Stafford book on singing.

RADIO SUCCESS

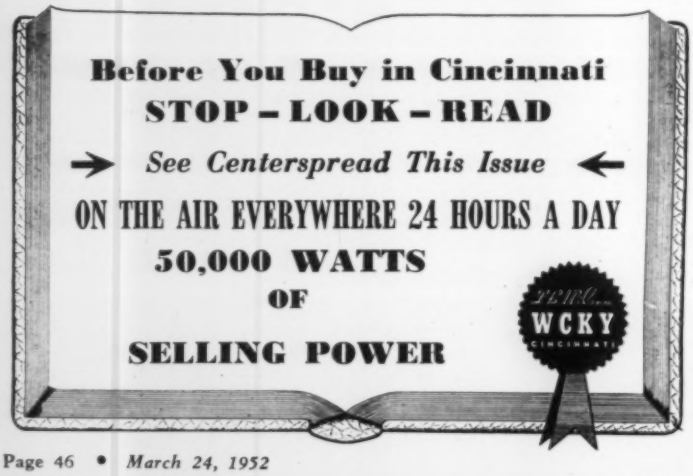
Tulsa Savings Assn. Cites

TWO-WEEK radio spot campaign by Oklahoma's State Federal Savings & Loan Assn. on four Tulsa stations, offering a name brand pen and pencil set with each new account opened during the bank's 35th anniversary and relocation celebration, reportedly brought a tripling of the normal annual increase in accounts.

Stations used by the savings association, for whom Gibbons Advertising Agency, Tulsa, conducted the campaign, were KOME KRMG KTUL KVOO.

By the end of the three-day period, 389 new savings and investment accounts had been opened. Some 1,200 visitors had registered. Radio campaign was supplemented by a two-day newspaper and television schedule.

This was the same banking house that won first prize for institutions with assets under $5 million in the U. S. Savings and Loan League 1948 contest for outstanding advertising and business development, a program again handled by Gibbons, the agency reports.



WARREN NAMED

Fisher Lessens KOMO Duties

W. W. WARREN has been named vice president and general manager of Fisher's Blend Station Inc., licensee of KOMO Seattle, to succeed O. W. Fisher in the active managership. Mr. Fisher remains president of the corporation.

Mr. Warren

Mr. Fisher, cutting down his activities on advice from his doctor, has been president of the corporation since its beginning in 1926 and was appointed general manager in 1944.

Mr. Warren was program manager and treasurer.

In other changes, George F. Dean, public relations representative, becomes public service manager and Frederick J. Patterson, production manager, succeeds Mr. Warren as program manager.

Appointment of Mr. Warren was announced by the board of directors which also elected Kenneth R. Fisher treasurer and assistant secretary and Ray Baker, commercial manager, to the post of vice president.

KPOL Los Angeles, new 5 kw daytime station on 1540 kc of Coast Radio Broadcasting Corp., scheduled to start July 1, has joined Southern California Broadcasters Assn.

ABC NET IS UP

Attributed to TV

A SUBSTANTIAL boost in the net income of ABC and its subsidiaries during 1951—$368,943 after federal income taxes, compared to $84,605 in 1950—was reported by the company last week.

ABC said 1951 net income equaled 22 cents a share on the 1,689,017 shares of issued and outstanding $1 par capital stock. The 1950 total represented five cents a share.

Most of the increase was attributed to ABC's television operations.

It was noted that the 1951 net income figure does not include a $131,438 special credit which represents an adjustment of prior years' depreciation less provision for additional Federal income taxes.

Canadian Set Sales

RADIO set sales in Canada in January dropped 38% from sales in January 1951, according to the Radio-Television Mfrs. Assoc. of Canada. Total Canadian radio sales in January '52 amounted to 28,472 units valued at $3,003,925, compared with 46,498 units worth $4,156,590 in January '51. Inventories in January '52 totalled 187,461 radio sets, up 27,654 from January '51.

EDGAR BERGEN, star of CBS Radio *Edgar Bergen - Charlie McCarthy Show*, has made three annual scholarships available to American students for study in Scandanavian countries.

S 2444

Bill on Johnson Group Agenda For Wednesday Closed Session

JOHNSON-CASE bill to bar liquor advertising from radio and television will be considered by the Senate Interstate & Foreign Commerce Committee at its next executive session, is slated for this Wednesday.

Committee Chairman Ed C. Johnson (D-Col.), who co-authored S 2444 with Sen. Francis Case (R-S. D.), last week announced the placing of the legislation on the committee's agenda.

Senate Commerce group's printing of the hearings held Jan. 30-31 and Feb. 6-7 was completed a fortnight ago [B•T, March 17]. That was the green light for the committee to take up the bill in closed session.

The bill, which was introduced early in the session this year [B•T, Jan. 28, 21], drew fire from broadcasters and representatives of beer, wine and liquor industries in subsequent hearings [B•T, Feb. 11, 4].

Chief criticism from these quarters was that the legislation was discriminatory against the broadcast media since it singled out radio and TV alone but did not encompass magazines or newspapers. Beer and wine people called the bill one step in a campaign by the "drys" to outlaw all alcoholic beverage advertising in all media.

Such organizations as NARTB, Assn. of National Advertisers, American Federation of Advertisers and the American Assn. of Advertising Agencies, leveled fire against the bill, which was supported chiefly by temperance organizations.

WKIP TRANSFER

Employes Purchase Control

STATION executives of WKIP Poughkeepsie, N. Y., last week filed application with the FCC for acquisition of the station's control [B•T, March 2]. The price is $30,000.

Station's present owner, Poughkeepsie Newspapers Inc., keeps WHVA (FM), affiliate operation.

The new group is comprised of George W. Bingham, WKIP general manager; Marvin S. Seimes, chief engineer; Richard A. Dwelley, commercial manager; John J. Kuhn, and Mabel Meurer.

The station's physical assets are listed as $21,810 at depreciated value, $54,277 original value. For both the AM and FM stations, depreciated value is listed as $138,200. WKIP is an ABC affiliate on 1450 kc with 250 w fulltime.

CANADIAN ASSOCIATION OF BROADCASTERS

C A B

what goes on up there?

There's more going on up here than we can keep up with ourselves, sometimes!

For instance, as the fourth largest industrial nation in the world we're growing fast.

In the last ten years our population has increased by enough people to start a new city equal in size to our two largest together: Greater Montreal (1¼ millions) and Greater Toronto (1 million). Or an annual increase at the rate of one city about the size of Hamilton, Ontario, or Bridgeport, Connecticut, each year! That's mostly a natural increase, helped by immigration and Newfoundland's joining the Dominion in 1950.

Yes, sir! There's plenty going on up here. We're giving birth to a great NEW MARKET every year!

Your problem is how to reach these new markets.

Well, in Canada 94% of all homes have a radio. That solves a lot of problems. Whatever part of Canada you wish to reach, rural or urban, you can do it through Radio.

For Radio is Canada's chief entertainer and also her most welcome salesman.

"In Canada you sell 'em when you tell 'em!"

A message from the 103 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million homes every day.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa.

37 Bloor St. West, Toronto.

THE LATEST WCKY STORY

Before You Buy in Cincinnati

STOP — LOOK — READ

STOP – AND CONSIDER THESE FACTS

- WCKY has 20.5% of the audience 8:00 AM-7:00 PM Mon-Fri and is exceeded by only one station*.
- WCKY's rate of $60 per quarter-hour daytime is as low as any station in Cincinnati**.
- WCKY has 50,000 watts power, assuring you not only Cincinnati coverage, but a large bonus coverage as well.

LOOK – AT THE RATINGS WCKY GIVES YOU

- Ratings as high as 5.3 on the Makebelieve Ballroom, higher than such network shows as Strike It Rich, Welcome Traveller, Double or Nothing, Hilltop House.
- Ratings as high as 6.7 on the Daily Hit Parade, higher than such network shows as Lowell Thomas, Beulah, One Man's Family, Lone Ranger, Gabriel Heatter.

** Jan-Feb 1952 Cincinnati Pulse*

*** Dec 1951 Standard Rate & Data*

THE LATEST WCKY STORY

READ — WHAT WCKY ADVERTISERS SAY

- "We have been consistent advertisers on WCKY for several years and know that we get maximum audience and results from our advertising dollar spent on the station."

  Frank Watkins
  Mariemont Laundry

- "Since adding WCKY to the Imdrin schedule, we have had a large increase in sales in Cincinnati and the Southern states."

  Walter Zivi
  O'Neil, Larson & McMahon Agency

Invest Your Ad Dollar WCKY's-ly

CALL COLLECT: Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci. 281

XUM

editorial

TV's 'Korea'

THE FCC is up against a self-forged buzz-saw. Like the Panmunjom "truce," the FCC freeze continues.

An economy-minded House Appropriations Committee has gutted the fiscal 1953 budget by knocking off nearly $2 million of an $8 million Presidential request. It all but ignored the TV job ahead.

Now it isn't rare to find the FCC in a sweat, notably with a change in chairmanship and with a new commissioner aboard. When Wayne Coy resigned a few weeks ago, he had reason to feel that the freeze was about over and that all essential guideposts had been nailed down.

That, regrettably, isn't so. Things seem to have become unglued.

Comr. Robert F. Jones is known to be opposed to the whole plan, kit and kaboodle. It's evident that he favors separations based on "average" areas of economic influence, rather than use of the maximum common denominator. In his judgment, his plan would make for more assignments with separations to fit the particular markets.

Comr. Frieda B. Hennock threatens to dissent in a manner that, she is disposed to predict, would bring wild political repercussions. And evidently some Commission people frighten easily.

The Commission is under mandate to get the freeze over with. To date, every deadline has slipped by. Now even the end-of-March *absolute* deadline appears to have gone aglimmering.

It's folly to hope that the FCC can produce an allocation and ground rules that will satisfy all. There's a new great debate over channel-by-channel processing (i.e. to require the applicant to specify the facility sought) versus the "lump" plan whereby the FCC would pick the winners for the available facilities). Previously, the FCC had approved channel-by-channel on a tentative vote. Now there's a pitch for "dual lump," meaning that applicants would specify only whether they go for VHF or UHF, without pin-pointing the channel.

It's clear that the lumping plan will preclude licensing of new stations in markets of economic significance for months—possibly years. Litigation obviously would ensue, with all allocations in the market tied up.

And it can be expected that sharp protest will stem from the tentatively approved plan to limit antenna heights in Zone 1 (eastern) to 1,000 feet with power sufficient to equalize coverage.

Whatever the final allocations, the Commission now must act with dispatch.

Failure to do so surely will bring the wrath of Congress down on the FCC. One has but to read the *Congressional Record*, because hardly a day passes without debate about the FCC "depriving" an area of the gift of TV. Further delay will bring more pressure. It won't help the Commission on its appropriations plight. "Inordinate" delay—say beyond mid-April, unless there are overweening reasons—could well erupt into a demand for ripper legislation to create a new Commission to do the TV job.

Chairman Paul A. Walker walked into a tough job. He did it with his eyes open. He must hold fast. He must not allow dissident commissioners, chasing educational rainbows, ignoring the practicalities of free, competitive enterprise, to uproot a necessary allocation in gestation for 43 months.

House 'Cut'

AFTER TWO decades, the House committee charged with radio legislation has announced its intention of reporting its own version of the Senate-approved McFarland bill (S 658). Based on what we've seen, that House version would subject broadcast licensees to the kind of duress that could reduce radio and television licensees to serfdom, subject to the whim and caprice of the FCC.

It is another adroit attempt at admixture of bitter and sweet. It would, for example, lighten the load on renewals, and place deadlines on the length of time an application may pend. It would prevent discrimination against newspaper or other "class" applicants, this the direct (and wholly equitable) result of quiet and effective campaigning by the press. Nominally, it would give the licensee and the applicant the better break they have deserved. That's the sugar-coating—almost all picked up from the McFarland bill which has passed the Senate four times. The one exception is the anti-newspaper discrimination proviso.

Then the mailed-fist-in-the-velvet-glove. The McFarland bill provides for "cease and desist" orders—a middle-ground authority short of revocation. We've had misgivings about that provision, which contains portents of abuse going beyond the stigma of the present "temporary" license. But the virtues of the McFarland bill far out-numbered the strictures.

The House Committee, however, would authorize the FCC to suspend licenses up to 90 days and to levy fines up to $500 per day for infractions. It takes no oracle to divine that either would be tantamount to the death penalty. To suspend a station even for a week would mean loss of listeners and abrogation of contracts (as well as deprive the public of accustomed service). It is unrealistic, and cruel and unusual punishment.

The fine proposal goes beyond anything ever perpetrated even in the balmiest days of ASCAP's crusades at $250 per copyright infringement. A station might inadvertently violate the station identification rule just once a day. At $500 a throw, an unscrupulous FCC minion could allow violations to accumulate to the point of running almost any station into bankruptcy before the citations could reach the innocent offender.

The iniquitious "double-jeopardy" anti-trust provision in the present act would remain under the House bill. One of the salient remedies of the McFarland bill was to knock out this wholly un-American provision that would place on the line the licenses of any stations owned by entities which might run afoul of the anti-trust laws—civil or criminal—in their business affiliations totally divorced from radio or television broadcasting.

So far, we've seen only the House committee "statement." It's unsafe to predict the whole scope of the House bill until it's in black-and-white. The "statement" was drawn by committee "experts," manifestly after almost constant counsel with FCC attorneys.

The McFarland bill was designed to restore equity and justice in FCC procedures. It had the endorsement of the FCC (as distinguished from its legal staff). It had the support of the broadcasters and lawyers, despite misgivings about "cease and desist." It already has had a salutary effect, because the FCC, within the last year, voluntarily invoked most of the provisions for functional reorganizations.

It is apparent that some folks are playing fast and loose with the House committee, with the better-informed Senate, and with broadcasters. Fortunately, there's an alert Senate committee about, along with vigilant observers on the Washington radio-TV scene.

our respects to:

PATRICK FREEMAN

FROM PARTTIME announcer on a western Canadian station to national sales and promotion director of all independent Canadian stations is the saga in radio of a youthful Irishman, Patrick Freeman.

Burly but suave and serious, Pat Freeman has been awakening Canadian station operators to the fact that they are selling their medium too cheaply and has been demonstrating with facts and figures to the advertising industry that radio is the best media buy in Canada.

In the offices of national advertisers and their agencies, at radio meetings throughout Canada, at sales and advertising conventions everywhere in Canada, Pat Freeman makes his presentations. Always it is the same basic theme, backed by graphs and figures. He reiterates and demonstrates that "no other medium can offer such urban plus rural coverage."

After his demonstration he asks his audience, "What combination of other media can reach so many people, so effectively and for so little money?"

The result of the campaign has been an increased interest in radio by advertisers who have seldom, if ever, used radio in Canada. The impressive figures are making new friends and potential advertisers for Canadian broadcasting.

Mr. Freeman was born in Ireland on Sept. 19, 1909, and went to Canada while still in his teens. He headed for western Canada where he hoped to be a successful farmer. But the depression 30s did not aid successful farming and curly red-haired young Pat Freeman decided to try the nearest city.

From the small town of Pincher Creek, Alberta, to the city of Calgary was an uncomfortable journey the way he travelled. He recalls that freight trains are not built for comfort.

Nor was the welcome provided by the police constables in the railway yards very comfortable for non-paying passengers. But the athletic Irishmen remembers "it was just a short sprint in the early morning darkness from the freight yards to the city" that was to be his home for some years.

He got work in a lumber yard and from there drifted to other jobs until he met Frank (Tiny) Elphicke, then manager of CFAC Calgary, now manager of CKWX Vancouver and vice chairman of the Canadian Assn. of Broadcasters. Mr. Elphicke asked young Freeman

(Continued on page 55)

More Italians in New York than in Rome, will hear the bells of St. Peter's at Eastertime

THROUGH the facilities of WOV studios in Rome, more than two million Italian-Americans in the New York area will be able to hear the famed bells of St. Peter's Cathedral at Eastertime. This is typical of the type of broadcasting service WOV renders day in and day out. There are more Italians in New York than in Rome. Programs originating both here and in Italy have developed a listener loyalty such as few stations anywhere enjoy. WOV, in both its English and Italian broadcasting hours offers two vast, concentrated audiences available to you at an extremely low advertising cost.

Originators of *Audited Audiences*

WOV

NEW YORK

5000 WATTS

Representatives:
John E. Pearson Co.

730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4

C. C. ANDERSON Co. Dept. Store signs for KIDO Boise, Ida., *Nightcap News*, quarter hour, seven nights a week. Concluding arrangements (l to r): Hugh Shelley, station coml. mgr.; Joseph Parker, sponsor ad mgr.; Wilmer D. Hill, Anderson gen. mgr., and KIDO Gen. Mgr. Walter E. Wagstaff.

REGAL AMBER Brewing Co. takes full season sponsorship of San Francisco Seals baseball on KSFO that city for fourth consecutive year. L to r: Jack Campbell, station coml. mgr.; Fred Ducato, vice pres., Abbott-Kimball Agency, and Don Klein, sportscaster who will announce games.

L. R. BRYAN Jr., pres., Second National Bank of Houston, signs for local co-op sponsorship of ABC *America's Town Meeting of The Air* on KXYZ Houston. Looking on: Fred Nahas (l), KXYZ exec. vice pres. and gen. mgr., and Hugh J. Bernard, bank vice pres. in chrg. of pub. rel.

VAN PATRICK (l) completes arrangements with Jack Rose, pres., Louis Rose Co., for latter's sponsorship of *Tiger Review*, Sunday evening quarter hour on WKMH Dearborn, Mich., following Mr. Patrick's play-by-play broadcasts of Detroit Tiger baseball games.

ARRANGEMENT with KCUL Fort Worth for MBS' baseball *The Game of the Day*, is made by (l to r): George Mercer, pres., T. E. Mercer Co., distributor for Falstaff beer, with which Mercer will share sponsorship; Dr. James G. Ulmer, KCUL pres., and Jeff Christian, Mercer mgr.

BLUE RIBBON CAKE Co.'s president, Reuben Levy Sr. (seated, r) turns over contract for sponsorship of Frederic W. Ziv Co.'s *I Was a Communist for the FBI* to Ralf Brent, dir. of sls., WIP Philadelphia. In background (l to r): Norman Land, Ziv representative; Richard and Herbert Levy, Blue Ribbon Cake; Irving Teetsell, Ziv.

CAB MEET

Freedom Rights Seen Among Chief Issues

LARGEST meeting in its history is expected at 27th annual convention of the Canadian Assn. of Broadcasters at the Royal York Hotel, Toronto, starting today (March 24) under chairmanship of Malcolm Neill, CFNB Fredericton, N. B.

★

Close to 400 Canadian broadcasting executives and many representatives from the U. S. are registered for the four day sessions which will feature panel discussions on selling, programming, management and cost control and will take up important business regarding national program ratings and freedom of the press as applied to broadcasting.

The CAB this year will make a concerted effort to prove that broadcasting is in the actual sense electronic publishing and that excessive government control is an infringement of the fundamental rights of freedom of the press and freedom of speech.

Canadian broadcasters will be asked to confirm the CAB directors' decision on this policy. The CAB already has filed a statement with the Inter-American Press Conference calling upon it for support.

The whole question of listener research also will be examined at the annual business meeting and a new system operated by an independent organization under control of advertisers and broadcasters is expected to be established at this meeting. There has been a growing feeling for some years that present methods of taking national and regional ratings by various independent organizations are not giving a true picture and that their results vary too much, causing confusion among advertisers and agency representatives.

Schedule of Events

The program starting today, following an address of welcome by Chairman Neill, will include a talk by John Sheridan, Canadian Chamber of Commerce, Montreal, on "The Value of Trade Associations," and a panel discussion led by Hugh Horler, radio director of MacLaren Adv. Co., Toronto, on "An Ideal Radio Sales Pitch."

Afternoon sessions of opening day include panel on "Where and How to Look for New Business," led by Adam J. Young Jr., New York, and a panel on "Making Salesmen More Effective" led by Wallace R. Parr, Manufacturers Life Insurance Co., Toronto.

Tuesday morning will be devoted to the annual meeting of the Bureau of Broadcast Measurement and report on program research under chairmanship of C. Wis McQuillin, radio and TV director of Cockfield, Brown & Co., Toronto. Tuesday luncheon will be a joint event with the Toronto Ad and Sales Club, at which Maurice Mitchell, Associated Program Service, New York, will be guest speaker.

On Tuesday afternoon, Horace Schwerin, New York, will discuss "Increasing the Effectiveness of Radio Commercials" and a panel on "Personnel Selection" will be led by Ernest de la Ossa, NBC, New York.

Wednesday morning, "Management and Cost Control" will feature opening session with E. B. Chown, J. D. Woods & Gordon, Toronto, as chairman. Pat Freeman, CAB sales director, will make a report on the sales advisory committee. Afternoon will be a closed business session with a report of J. T. Allard, CAB general manager. Copyright, rating problem, CAB policy on TV and electronic publishing campaign, as well as other business will be handled.

Wednesday evening annual dinner will be held with presentation of the John J. Gillin Award, the Canadian General Electric Award and CAB 25 Year Club presentations. Dinner will be under chairmanship of F. H. Elphicke, CKWX Vancouver, vice chairman of CAB. Dinner will be preceded by annual cocktail party given by Canadian National and Canadian Pacific Telegraph Cos.

Closing morning session will be devoted to panel discussion on "How to Increase Local Sales" under joint chairmanship of Ken Soble, CHML Hamilton, and W. T. Cruickshank, CKNX Wingham. W. E. Wallbridge, WWJ-TV Detroit, will tell Canadian independent broadcasters the problems of "Getting Into Television." For independent Canadian broadcasters, TV is awaiting a decision by the government's policy after the government's Canadian Broadcasting Corp. opens its own stations at Toronto and Montreal in August. A business session will close the annual meeting Thursday noon, with 1953 convention slated for the Mount Royal Hotel, Montreal, March 9-12.

MARTIN AND LEWIS

Liggett & Myers Negotiating

LIGGETT & MYERS, New York (Chesterfield cigarettes), through Cunningham & Walsh, that city, last week was in negotiation with the comedy team of Dean Martin and Jerry Lewis for sponsorship of their NBC radio show next fall. Whether the advertiser would pick up the Friday 8:30-9 p.m. time has not been decided. Currently the radio version of Martin and Lewis is sponsored under NBC's Tandem Plan.

Whether Chesterfield will renew Bob Hope and Bing Crosby next season is still debatable. Talent costs for the comedy team are understood to be about half of that which the sponsor currently pays for the Hope and Crosby packages.

front office

EDWARD LARKIN named manager of Los Angeles office, CBS Radio and TV Spot Sales.

CHARLES F. GRISHAM, WLTV (TV) Atlanta, Ga., named national sales manager for station.

RALPH DAWSON, WJR Detroit, named assistant sales manager, WXYZ-TV that city.

Mr. Dawson

GEORGE GREAVES, assistant general manager, KNBC San Francisco, named program chief in addition to present duties.

JUNIUS ZOLP, NBC-TV Chicago sales traffic manager, to network's TV sales staff, that city.

JACK ELLISON, KWIN Ashland, Ore., named manager in charge of Seattle office of John Keating Co., station representatives.

WALTER ENGELHARDT, sales staff of KVFD Ft. Dodge, Ia., to sales staff of George W. Clark Co., Chicago, station representative.

ROGER L. HARRISON, sales staff, WBZ Boston, to KSTP-AM-FM-TV St. Paul-Minneapolis, as radio account executive.

RAY D. SCOFIELD, account executive with John E. Pearson Co., and C. RODNEY GIBSON, account executive at All-Canada Radio Facilities, join N. Y. TV sales staff of Headley-Reed.

A. GAREN FERRISE, commercial manager, WMMN Fairmont, W. Va., named managing director, assisted by FRANK J. LEE, WMMN program director [B•T, March 17].

Mr. Lee

THOMAS BOISE, sales staff, KSFO San Francisco, joins local sales department of KNBC there.

ARTHUR H. BERG, Kling Studios representative, to WNBQ (TV) Chicago, on sales staff.

Mr. Ferrise

PHILIP MERGENER, Headley-Reed, Chicago, representative firm, to NBC Spot Sales, that city.

RALPH D. HERBERT, Salt Lake City advertising man, to KMOD Modesto, Calif., commercial staff.

WALTER A. SCANLON, regional sales promotion supervisor for Alexander Smith Inc., carpet manufacturer, named sales promotion manager for CBS Television Film Sales, N. Y.

JOSEPH BRENNER, FCC regional attorney in Los Angeles, resigned to join S. V. O. Prichard in establishing law firm of Prichard & Brenner, 321 So. Beverly Drive, L. A.

RULY BRAY, account executive, Kal Ehrlich & Merrick Advertising, Washington, D. C., to WGMS that city as director of sales replacing PATRICK HAYES, now management consultant.

Mr. Bray

RICHARD C. SHEPARD, commercial manager, WXRA Kenmore, N. Y., to WBEN Buffalo sales staff.

ERNEST FELIX, ABC assistant treasurer and former acting general manager of network's Western Division, Hollywood, resigns and will announce future TV plans at a later date.

JACK FREW, WJPS Evansville, Ind., to KITO San Bernardino, Calif., as commercial manager.

RAYMOND SOLARI, salesman for Birds Eye Los Angeles office, subsidiary General Foods Corp., N. Y., to KTTV (TV) Hollywood as special sales representative.

BENEDICT GIMBEL Jr., president-general manager, WIP Philadelphia, named radio-TV chairman for second annual Education Week for the Blind commencing today. . . . WILLIAM D. PABST, general manager of KFRC San Francisco and vice president of Don Lee Broadcasting System, named head of the 1952 Boy Scout Exhibition Show May 2-3. . . . NORMAN CASH, assistant general sales manager, WLW Cincinnati, father of boy, Jeffrey Macdonald, March 4. . . . WALTER HAASE, manager, WDRC Hartford, Conn., appointed member of volunteer committee of area's Office of Price Stabilization. . . . FRANK ESTES, assistant manager, WKNE Keene, N. H., father of boy, Richard Henry, March 1. . . . S. R. SAGUE, general manager of WSRS Cleveland, taking a short vacation in South after business trip to Washington, D. C. . . .

WILLIAM A. McGUINEAS, commercial manager of WGN Chicago, is vacationing for three weeks in Arizona. . . . T. ARTHUR EVANS, secretary-treasurer of Canadian Assn. of Broadcasters, Ottawa, named member of 11th annual advertising award committee of Assn. of Canadian Advertisers.

'HARRY LIME' SOLD IN 392

Lang-Worth Series Renewed

TRANSCRIBED radio series, *The Lives of Harry Lime*, has been placed in 392 markets throughout the U. S. according to John D. Langlois, sales manager of Lang-Worth Distributing Corp., who says the series also is being broadcast in Bermuda, Alaska, Hawaii and Great Britain.

Originally contracted for on 26-week basis with option for renewal, the series has proved so successful that options are being picked up daily, Mr. Langlois said. Among recent renewals is sponsorship by General Electric in cooperation with Dynamic Stores over WJZ New York. Success of the series—produced by Harry Alan Towers—has resulted in Lang-Worth plans for another open-end series featuring star talent for distribution in the near future.

MORE than $80,000 worth of time was donated by Southern Calif. radio and TV stations in 1951 for prevention of forest fires, according to W. S. Rosecrans, president Conservation Assn. of Southern Calif.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

What Station, please?

*HOOPER RADIO AUDIENCE INDEX, Dec. 1951-Jan. 1952

SHARE OF BROADCAST AUDIENCE • ROANOKE, VIRGINIA

TIME	RADIO SETS IN USE	WDBJ	B	C	Other
Monday thru Friday 8:00 AM-12:00 Noon	23.3	39.0	27.6	13.1	0.3
Monday thru Friday 12:00 Noon-6:00 PM	21.5	69.2	19.5	11.1	0.2
Sunday thru Saturday 6:00 PM - 10:00 PM	36.7	67.9	12.3	17.8	2.0

Total Coincidental Calls 14,272

*C. E. HOOPER, Inc.

Get the entire story from

FREE & PETERS

WDBJ

Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC., *National Representatives*

THE ONLY PHILADELPHIA STATION CARRYING MAJOR LEAGUE BASEBALL

Play-by-play broadcasts of

Athletics

and

Phillies

HOME AND AWAY GAMES

with

★ BYRUM SAAM
★ GENE KELLY
★ CLAUDE HARING

Philadelphia's top sportscasters

WIBG

DIAL 990

10,000 WATTS
PHILADELPHIA'S MOST POWERFUL INDEPENDENT

REPRESENTED BY RADIO REPRESENTATIVES, INC.

air-casters

PAUL C. LEVITAN, supervisor of technical operations, CBS New York, named TV special events producer.

WILLIAM BERNS, Kenyon-Eckhardt, N. Y., producer-director, to ABC that city, as production supervisor assisting **LEONARD BLAIR**, program director.

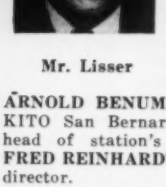
ARNOLD SNYDER, WNJR Newark, N. J., director of public relations, and **WILL PEIGELBECK**, station's home and garden director, participated in panel at educational conference sponsored by New Jersey Oil Industry Information Committee in Trenton last Thursday.

SHIRLEY WRAY, director of radio publicity, Los Angeles Children's Hospital and Braille Institute, joins Hollywood headquarters staff of KBIG Avalon, Calif.

PETE MATHEWS, announcer, WSAZ Huntington, W. Va., promoted to production manager. **LARRY DRAPER**, WEIR Weirton, W. Va., and **CHARLES ESTERLY** join WSAZ announcing staff.

BILL CUNNINGHAM, freelance publicist, to KPOL Los Angeles as promotion director.

ALAN LISSER, announcer-producer, KFI Los Angeles, to KBIG Avalon, Calif., as program director.



Mr. Lisser

FRANK M. DOWNS to WMAQ and WNBQ (TV) Chicago as merchandising assistant.

GEORGE LEE CLARK joins KCOW Alliance, Neb., as announcer-copywriter.

ARNOLD BENUM, program director, KITO San Bernardino, Calif., named head of station's Riverside studios. **FRED REINHARDT** becomes program director.

ROY BATTLES, WLW Cincinnati farm director, named "outstanding radio farm director of 1951" by Ohio Farmers Home Administration Employes Assn.

MILT SLATER, program director, WCAX Burlington, Vt., named production manager of WNEW New York and **MILT MARCH**, former writer-producer at WINZ Hollywood, WMIE and WTVJ (TV) Miami, all Fla., appointed chief writer at WNEW.

CLOYD HEAD, commentator at WMAQ Chicago, is vacationing in Mexico for several weeks.

GERTRUDE HUNKIN, WGAR Cleveland, appointed personnel director.

BILL HUDDY, announcer, KCMJ Palm Springs, to KIST Santa Barbara, Calif., in same capacity.

BOB LARIMER, director of news and special events, WLAC Nashville, Tenn., to WMAK that city as program director.

BANNER SHELTON joins WBIG Greensboro, N. C., as disc jockey.

STAN DALE, WSRS Cleveland, resigns to free lance.

AL BECK, KXOL Fort Worth, Tex., announcer, and **HOWARD FISHER**, to announcing staff of WBAP Fort Worth.

JAMES CORNELL, promotion manager, CBS Central Division, to NBC New York as director of radio network research.

DON GALLAGHER, producer-executive director, WPTZ (TV) Philadelphia, named associate program director, WCBS-TV New York.

JACK VINCENT, new to radio, to KXO El Centro, Calif., as announcer.

BERNARD PHILLIPS, actor on NBC-TV *Dragnet*, assigned role in Stanley Kramer Productions feature film, *The Dirty Dozen*.

ALAN NORMAN, New York announcer - actor, to WFDF Flint, Mich., as early morning disc jockey.

Mr. Norman

SAM ELBER, publicity director, WPEN Philadelphia, to conduct courses in dramatics at Neighborhood Centre, that city.

DALE McINTYRE, educational director, WJR Detroit, assigned director of public service programming in addition to other duties.

GORDON A. ROBINSON, sales promotion manager, WDSM Duluth-Superior, Minn., and **HAL SEARLES**, WDGY Minneapolis, join KSTP-AM-TV St. Paul-Minneapolis as assistant sales promotion manager and announcer respectively.

RICHARD N. MARSH, program assistant, KECA-TV Hollywood, on military leave of absence with U. S. Marine Corps.

WILLIAM GARGAN, star of NBC radio's *Barrie Craig, Confidential Investigator*, completed pilot film for proposed TV version at Eagle-Lion Studios, Hollywood.

"SMILIN'" JIM TOTH, Louisiana hillbilly disc jockey, to KPAC Port Arthur, Tex., in same capacity.

JIMMY HOGAN, WSYR-AM-TV Syracuse musician, father of boy, Kevin, March 14.

BILL BURRUD, producer of KTTV (TV) Hollywood *The Open Road*, and Mary Kathryn Albert were married March 17.

JAMES GRAHAM DAMON, program operations manager, KNBH (TV) Hollywood, and **TESSIE ANN BOYLSTON**, NBC Western Division continuity department, announced engagement. March 2. Wedding scheduled May 2.

RICHARD BICE, production mgr. WBAP-TV Fort Worth, Tex., father of boy, Charles William.

ROBERT F. HURLEIGH, news director at WGN Chicago, father of girl, Jan Theresa, March 15.

News . . .

JACK KRUEGER, news editor, WTMJ-AM-TV Milwaukee, appointed to Committee on Freedom of Information by city's chapter of Sigma Delta Chi.

GUY RUNNION, newscaster, KECA-TV Hollywood, adds similar duties at KFWB that city.

Mr. Runnion

JACK FUNK, program director-commercial manager, KCHI Chillicothe, Mo., and program director-promotion manager, KXOX Sweetwater, Tex., to WSMI Litchfield, Ill., as news and special events director.

'ROVING MIKE'

CKNW Airs 2,000th Time

BIRTHDAY CAKE bearing 2,000 candles was sliced up among customers of Phillips Radio & Furniture Ltd. when that firm celebrated the 2,000th broadcast over CKNW New Westminster, B. C., of the program *Roving Mike*.

CKNW's owner-manager, Bill Rea, for the past seven years has been a familiar figure on the city's streets, interviewing passersby.

Mr. Rea recalls that when he asked an "old-timer" what he thought about installing parking meters, his subject answered, "Parking meters, bah! What this city needs is a darn good comfort station!" Moments like that, however, have been few and far between.

With the help of its radio advertising, the Phillips firm is now housed in a modern store and one of the four Phillips brothers opened a second radio-electric appliance store in a new shopping area of New Westminster.

Before You Buy in Cincinnati
STOP – LOOK – READ
→ See Centerspread This Issue ←
ON THE AIR EVERYWHERE 24 HOURS A DAY
50,000 WATTS
OF
SELLING POWER
WCKY CINCINNATI

Our Respects to

(Continued from page 50)

to announce a piano recital. That was in 1931 and was his introduction into radio. His voice attracted attention and some commercial contracts followed.

Pat Freeman announced news, developed a reputation as an ad-lib special events announcer and worked as a disc jockey long before that descriptive term was invented for Canadian radio. In 1935 he became chief announcer of CFAC and three years later was promoted to production manager. He produced or announced most of the network programs that originated from Calgary during those years.

When the late King George VI and Queen Elizabeth went to Canada in 1939, Mr. Freeman was loaned to the Canadian Broadcasting Corp. as the only private station announcer to travel from coast to coast with the royal party. When Canada went to war some months later, he enlisted and took staff training at the Royal Military College, Kingston, Ont., Canada's West Point.

War Services

During the war he served as Canadian representative on the U.S. Aleutian Plans Staff at Fort Ord, Calif., and later on Kiska. In May 1944, on the eve of the allied invasion of Europe, he was appointed to the 10-man secretariat of the Canadian cabinet. It was his job to write a daily top secret brief on all allied operations for then Prime Minister Mackenzie King and members of the Canadian war cabinet.

Later he served with Canadian forces as an intelligence staff officer in England, Belgium and Holland. He made a number of inventions which were used by Canadian and allied troops. Some of these were among the Canadian war secrets which figured in the 1946 Canadian spy trial as having been passed on to Russia by Canadian spies.

One that had not, a unique all-weather map, was adopted by the Canadian government's Dept. of Mines and Resources.

After the war, Mr. Freeman returned to CFAC Calgary. There he created new techniques in programming and sales research and developed a five-man news department for the station.

Late in 1948, the CAB began casting about for a more aggressive sales and promotion director. Mr. Freeman was suggested. While his friends counselled him against the association post, he decided to accept it as a chance to develop new sales techniques and do a research job for the industry in which he had made a successful career. In January 1949, he began his new work, with headquarters at Toronto.

Since arriving on the national scene, Mr. Freeman has made notable progress. He was first to assess and break down the gross annual expenditure in Canadian radio, now about $35 million.

'Time Has Come'

Then he decided that "the time has come to create new, incisive radio sales ammunition."

This was not long in coming and from his office was issued broadside after broadside. These came under such titles as "The Inter-Media Story," "Let All Media Play With the Same Deck," "The Plusses of Summertime Listening," "The Ideal Rate Card," "Facts About Canadian Radio" and others.

He has fought hard against what he calls "genecide" or stations fighting each other while overlooking other media, their main competition.

Mr. Freeman has completed his second study of radio costs and trends and has compared them to those of other media. He has made two major presentations to the CBC underlining the inequities between Canadian rates and circulations as compared to those of the U. S. stations and other Canadian media. He is an active member of the Canadian Bureau of Broadcast Measurement's Research and Development Committee and serves as chairman of the CAB's Sales Advisory Committee.

His analysis of the initial cost of Canadian commercial TV has been widely circulated.

Of the coming of TV to Canada, he said in a recent address: "The need for a strong, reliable, positive radio sales story will grow with each succeeding year. We plan to furnish that story."

Mr. Freeman is a strong advocate of Canadian stations having an editorial department and feels that in having such a department and an editorial policy they will earn greater value as an advertising medium.

In June 1940, he married Madeline Austin, then continuity editor of CFAC. They have two children, Patricia Eleanor, age 9, and Graham Patrick Michael, 5. They live in Toronto's suburb of Leaside.

Mr. Freeman belongs to the Carlton Club at Toronto where he plays "squash in slow motion." He plays golf in the summer at Calgary and Banff and likes fishing there for rainbow trout while camping in the foothills of the Rocky Mountains.

He no longer has time for soccer and cricket, which he played as amateur in his youth, or for boxing and long distance swimming. He has travelled widely in Canada and the U. S.

COVERAGE of major political events this year, including Republican and Democratic national conventions, will be sponsored on KTRH Houston, Tex., by C. and I. Life Insurance Co. of that city. Discussing broadcast arrangements are (l to r): Corwin Riddell, KTRH news director; Ray Herndon, station manager; (seated) M. A. Backlund, president of C. and I., and Milo C. Morgan, vice president and director of agencies for C. and I. Contract calls for direct reports of national and Texas State Democratic conventions as well as July state primary and national election returns next November. Following month station will cover Houston city election.

Adds Radio-TV Course

COMMERCIAL writing course for radio and television has been added to Brigham Young U.'s curriculum at Provo, Utah. Instructed by Heber G. Wolsey, Gillham Agency Inc.'s radio-TV director in Salt Lake City and formerly with KSL that city, course began last Wednesday.

GREENVILLE is
SOUTH CAROLINA'S LARGEST METROPOLITAN AREA . . .
In GASOLINE SALES

Greenville	42,572,781
Columbia	31,404,179
Charleston	27,837,066

S. C. State Treasurer Figures in gallons for Year ending June 30, 1951.

MAKE IT YOURS WITH
WFBC 5000 WATTS
Wilson Pinckney Station, Greenville, S. C.

NBC affiliate for the Greenville-Anderson-Spartanburg Markets
Represented by Avery-Knodel

NATIONAL ADVERTISERS GO LOCAL WITH WINS!

When national advertisers want to get their selling message right down where consumers live and buy in the metropolitan New York market, they use *local* radio.

That means WINS to a blue list which includes:

- Anacin
- Ballantine
- Bayer Aspirin
- Bell-Ans
- Bromo-Seltzer
- Carolina Rice
- Crosley TV & Radio
- Fry's Candy Bar
- Kirkman's Soap
- Ladies' Home Journal
- Manischewitz Wine
- Metropolitan Life Ins. Co.
- Pepto-Mangan
- Phillips Milk of Magnesia
- Rem
- TWA
- 20th Century-Fox
- Union Pacific

You can reach this market economically while it's listening, relaxed. Just buy . . . 1010 WINS . . . it *sells!*

1010 WINS 50,000 watts Day *and* Night . . . New York

CROSLEY BROADCASTING CORPORATION

BALTO. AAAA SESSION

Ryan to Address Group

DEBATE on "Radio, TV or Both?" with William Ryan, BAB president, as one of the participants will highlight the annual meeting of the Chesapeake Chapter of the American Assn. of Advertising Agencies in Baltimore today (Monday). Session will be held at the Sheraton-Belvedere Hotel under chairmanship of Joseph Katz, president of Joseph Katz Co.

Mr. Ryan will speak for radio, but panelist for television has not been set. Other topics on the agenda include "What Agency People Think of the Big Brass," with representatives of three member agencies, and "Why Don't You Guys Say What You Want?" by a newspaper compositor.

Other officers of the Chesapeake chapter, besides Mr. Katz, who is president, are J. Robert Corry and Lewis Edwin Ryan, vice chairmen, and Theodore A. Newhoff, secretary-treasurer.

WBZ on 24 Hours

WBZ Boston fortnight ago commenced 24-hour programming as part of the interim broadcast alert plan evolved by the FCC. Plan calls for around-the-clock operation, except from 12 midnight to 5:30 a.m. Monday, for most Class I 50 kw stations operating on clear channels.

30 Years
of
Fitting a Medium
to a Market

WSYR ACUSE
NBC AFFILIATE

Covers ALL
of the Rich
Central N.Y. Market

Write, Wire, Phone
or
Ask Headley-Reed

1888 James Conway Liner 1952

FUNERAL services were held March 13 in Monroe, La., for J. C. Liner, 64, owner-operator of KMLB Monroe, who died March 11 after a three-day illness that followed a heart attack. During the last few years he had suffered several other attacks.

In 1930 Mr. Liner founded KMLB, one of the few radio stations in the state at the time. He selected the call letters from the motto, "Know Monroe Louisiana Better." After two years as a daytimer KMLB went to full time regional. An FM outlet was added a few years ago.

Mr. Liner studied business administration at Louisiana Tech. In 1912 he started a laundry. He had been honored by many Monroe organizations for his civic activity. He was a member of the Chamber of Commerce, First Methodist Church, Monroe Country Club, Lotus Club and many Masonic orders.

[Reprinted from B•T March 17]

* * *

Mr. Liner, a native of Ruston, La., is survived by his wife, the former Bernice Renwick of Monroe; a daughter, Mrs. Melba Liner Gaston, and three grandchildren, J. C. Liner III, Robert Gaston III and Conway Liner Gaston.

Commenting on the radio executive's contribution to his community, an editorial in the *Monroe News-Star* stated: ". . . he placed the facilities of his station at the disposal of every good cause as he regarded the ownership and

operation of this facility something in which he was serving as a trustee for the cities and country that was thus being served. . . . In J. C. Liner's passing, the community has suffered a loss that will never be completely filled. . . ."

CAR AUDIENCE

WJR Makes Survey

CARS in 172 representative areas in Wayne, Macomb and Oakland Counties were checked by WJR Detroit to determine the number equipped with radios. Station reports that of 51,084 cars checked, 42,438 or 83 out of each 100 were radio equipped. Findings have been released in booklet form.

The Goodwill station covered over 5% of all registered automobiles in metropolitan Detroit and discovered there are more car radios in the area than there are TV sets. Average number of passengers per car in the area is 1.8, the study indicated.

The 172 locations which the station checked included most of the heavy traffic intersections, important shopping areas and cities within the three county area. Purpose of the survey was to determine total amount of radio circulation as material valuable to advertisers.

At peak traffic periods, close to a million people, all potential customers, are automobile passengers, the study pointed out. These people must pay visual attention to traffic but are free to listen to the radio, it was noted.

WCEN FULLTIME

Marks NBC Affiliation

DEDICATION program pointing up its new affiliation with NBC and inauguration as a fulltime station was held by WCEN Mt. Pleasant, Mich., with national, state and city political figures joining in the salute.

Special 90-minute broadcast on March 9 featured a preview of nightly NBC programs and top personalities from WSAM Saginaw, another NBC affiliate. WCEN's three-year history also was reviewed. Station previously was an independent, with 500 w daytime only on 1150 kc. It now operates 18 hours daily with 1 kw daytime and 500 w nighttime on that frequency.

Salutes were delivered by Michigan Gov. G. Mennen William, Sens. Blair Moody (D-Mich.) and Homer Ferguson (R-Mich.) and Mayor Del Conkright of Mt. Pleasant. The tributes, recorded on tape, lauded Paul Brandt, WCEN owner, for his public service broadcasts.

Reno Franchise Asked

CAMCO Enterprises Inc. of San Mateo is proposing that it be granted a 25-year franchise to transmit telecasts from San Francisco Bay Area to Reno, Nev. Programs would be received by an antenna system at a 7,000-ft. level near Reno, with signals thenceforth transmitted through coaxial cable to a central switchboard for wiring into homes or business offices. Firm asks it be exempted from city taxation if it pays 2% of its gross income to the city every year. Reno area does not expect normal TV facilities for several years.

AFRA RADIO, TV AWARDS

Presented in Cleveland

AWARDS based on local programming for 1951 have been presented to Cleveland stations at a luncheon held at Hotel Hollenden. In the first annual American Federation of Radio Artists awards competition held in that city, WHK, WXEL and WEWS each scored with two winners.

WHK's Bill Gordon, disc jockey, was named the "best performer" while Lou Oswald, promotion manager, was recognized for "best promotion efforts" in radio. WTAM's *Ohio Story*, originating in Cleveland and heard over a 15 station network, was judged the "best program." WDOK won an award for "special events—public service." Noted was its coverage of the Cleveland aspects of the Kefauver Crime Hearings.

WGAR won the "public service—special services" award for its series of public service programs.

In TV, WXEL and WEWS divided honors, each winning two awards. WXEL's honors were for "public service—special events" with Warren Guthrie, station's newscaster, named outstanding performer. WEWS scored with its *Old Dutch Polka Revue*, winning the "best program" award, while Western Reserve U. was given the "public service—special service" award for pioneering college education by television on the program, *Telecourses*.

Special citation went to 86-year-old Louis W. Zimmerman, 29 years in radio and WHK's night manager.

Peterson Confirmed

NOMINATION of Ivar H. Peterson, former NAB attorney, as a member of the National Labor Relations Board was confirmed without opposition by the Senate last Monday. Mr. Peterson will succeed James J. Reynolds as board member for the unexpired term of five years ending Aug. 26, 1956. He was sworn in Friday by U. S. Circuit Court Judge J. Warren Madden.

RESULTS?
THAT'S US
CHNS
HALIFAX NOVA SCOTIA
Maritimes Busiest Station
5000 WATTS—NOW!
Interested? Ask
JOS. WEED & CO.
350 Madison Ave., New York

Radio Campaigner

GUBERNATORIAL candidate Brailey Odham, Florida businessman, resorted to a 24-hour question-and-answer radio marathon in his home state last Thursday as part of his campaign. While Mr. Odham stationed himself at a cafeteria in northwest Miami, the program shifted from one station to another as time was available. Questioning was conducted by telephone. Eleven stations in Miami, Coral Gables and Miami Beach were scheduled to carry parts of the program. Mr. Odham of Sanford, Fla., said the method was an economical way to reach many people.

SO. CALIF. AAAA ELECTS

Lee Ringer Chosen President

LEE RINGER, president of Ringer & Assoc., Los Angeles, has been elected chairman of Southern California Chapter, American Assn. of Advertising Agencies, for the coming year. He succeeds Carl M. Heintz Sr., president of Heintz & Co., who continues a member of the board of governors.

Russell H. Nagle, vice president and merchandising director of Erwin, Wasey & Co., was made vice chairman with Herbert C. Brown, account executive, The McCarty Co., secretary-treasurer.

New members on the board of governors include Eldon E. Smith, vice president and manager, advertiser service department, Young & Rubicam; Harry W. Witt, manager, Calkins & Holden, Carlock, McClinton & Smith, and Walter McCreery, president, Walter McCreery Inc.

Time Saving Bill

REP. FRAZIER REAMS (Ind.-Ohio) has introduced a bill which would set up an annual declaration of daylight saving time for the nation. Rep. Reams, president of Community Broadcasting Co. (WTOL Toledo), offered the bill (HR 7067) in the hope that it would be a time saver for the Congress which annually debates DST for the District of Columbia. Rep. Reams, in noting this yearly controversy and other sporadic changes in time confuses radio stations in addition to other interstate commercial enterprises, told the House his bill would eliminate "inconvenience and burden on individuals in interstate business."

AUDIENCES at WGN-AM-TV Chicago increased 35% last year, with 144,017 persons attending 846 audience shows. This contrasts with 106,469 who visited programs in 1950. *Hi Ladies'* 257 shows brought in 28,657 persons to the studio, while 170 broadcasts of *Ladies' Fair* played before 29,023.

JOINT DEFENSE

Is Answer to Media Attacks—Fellows

ALL MEMBERS of the broadcasting family—networks, stations, agencies and advertisers, representatives, editors and reporters—must join in common defense against attacks on the medium and on free enterprise itself, Harold E. Fellows, NARTB president, told the Radio Executives Club of New York at its Thursday luncheon.

Using the intriguing title, "Say a Prayer for Sam McGinty," Mr. Fellows called for constant improvement in the pattern of programming and advertising heard and seen by the public. For broadcasters to surrender this function "to some other agency, private or public, is the first step toward disaster," he warned.

The subject for the message was a mythical Sam McGinty, getting more than his share of land and goods and leaving no "footprints on the sands of time" though "quite a few on the necks of some of his fellow men."

On Sam's final resting place, Mr. Fellows said, is this inscription, "At last, he hath joined his neighbors."

Radio is suffering a number of afflictions, many of them imagined, he said. "What is television going to do to radio?" he asked rhetorically. "Nothing that is not good for the American people and if it's good for the American people, it's good for free enterprise," he replied.

"This is such an obvious truism that one hesitates to dust it off before you, who are apostles of our way of life. It is rapidly becoming evident that the soothsayers of yesterday, who predicted that radio would be crushed under the heel of television, were reading the wrong tea leaves.

Fallacious Reasoning

"The truth of the matter is that in the history of the civilized world, no mass medium which has captured the attention and confidence of the people has failed as an industry. To state that radio or newspapers or television will perish is to assume a similar fate for books, magazines and the motion pictures. Such a conclusion is nonsense and can only proceed from a premise that our nation's business is growing smaller rather than larger."

Mr. Fellows termed radio and television "blood brothers," with a symbol in the form of a license to prove it. "To divide their interests is unrealistic," he claimed, in view of the common problems they face.

Eighty separate pieces of legislation directly or indirectly affecting the business of broadcasting are before Congress, he reminded, involving the rights of advertisers and broadcasters in the field of copyright, availability of public hearings to the microphone and camera, establishment of a program review committee, freedom of media to advertise legal merchandise, number of channels available to commercial telecasting, amount of money the government may spend in using broadcasting as an advertising medium, liability of a broadcaster in airing views of an individual whose copy he cannot edit but who has access to his microphone.

Only a few of the measures would help radio and TV, with the rest restrictive in nature, he declared.

Broadcasters should not only retain the right to govern their own behavior, but should also determine their own rules of business conduct, according to Mr. Fellows, pointing to radio's progress in the last three decades. He pointed to name-calling within the advertising profession, saying it "places all of us identified with advertising, and the profession itself, in jeopardy when these alley fights take place on the main streets of America."

DON QUINN, writer for NBC radio *Halls of Ivy*, coined phrase, "The middle-of-the-roaders think that holding the crown of the road makes them King of the Highway," adopted by Los Angeles Police Department for current Slow Traffic—Keep Right campaign.

'WOMAN OF YEAR'

KWBE Honors Local Winner

KWBE Beatrice, Neb., took the extra day this year—Feb. 29—to give the local ladies their due by promoting a "Woman of the Year" award in cooperation with the Beatrice Chamber of Commerce and local merchants.

With the realization that the men are regularly grabbing the headlines, the station launched a drive for nominations over the air and set up a council of judges. The winner was Alene Voss, of the Grace Convalescent Home, who was unanimously chosen for her "unselfish services to others." Hundreds of letters poured into the station.

Miss Voss was interviewed over KWBE and given a trophy and many valuable gifts donated by local merchants. KWBE reports enthusiastic response to the idea and a buildup of good will calculated to call attention to "an up and coming radio station." KWBE began operation in 1949.

On hand for the ceremonies were Bill Boyce, KWBE "man on the street"; Gordon C. (Bud) Pentz, acting station manager, and Marge McGavren, KWBE continuity director. KWBE is owned and operated by Blue Valley Broadcasting Co. Charles (Vanda) Brugha is general manager. Station is an MBS affiliate.

a million dollars worth of talent for $40 to $57.50 a month

based on advertising rates

nathaniel shilkret's symphonic "pops"

Nathaniel Shilkret is musical director for RKO Pathe films and for the Cornelia Otis Skinner Broadway production, "Paris 90." He has composed and conducted for smash MGM and RKO musicals, and has been featured by radio's biggest sponsors, including Chesterfield, Camel, and General Motors. His fine Symphonic "Pops" Orchestra is yours in the

SESAC Transcribed Library

which includes Jazz, American Folk, Band, Concert, Hawaiian, Barbershop, Novelty, Religious, and Latin-American Music.

SESAC, Inc. 475 Fifth Avenue New York 17, N.Y.

d-CON CITED

FTC Complaint Charges Misrepresentation

THE d-CON Co., Chicago manufacturer of "America's foremost rat and mouse eliminators" and principal in per inquiry deals, has run afoul of the Federal Trade Commission.

FTC issued a complaint March 15 charging the company and United Enterprises Inc., also Chicago, with misrepresenting the effectiveness of three rodenticide preparations. A hearing was set for Washington April 21.

The complaint challenges claims that d-Con, a product, is nonpoisonous and completely safe; will destroy all rats and mice within 15 days and that it will eliminate all after-odors usually associated with rodenticides. It also charges that d-Con *per se* was not the subject of a *Reader's Digest* article.

When it first hit the market less than two years ago, d-Con was heralded by Marfree Advertising Corp., New York and Chicago, as a potential "strong money-maker" for radio stations. Last month, the firm sent out to stations a similar letter singing the praises of Dianol, "a sensational, revolutionary, mix-with-paint insecticide that we seriously believe will out d-Con d-Con" (see story this issue).

"We have decided to apply the highly successful d-Con formula to Dianol—with your radio station and your sales staff again forming the all-important merchandising center of the plan," Marfree advised one broadcaster.

The advertising agency noted that stations found the d-Con merchandising plan "profitable over the last two years" and added a plea for "the complete cooperation of your sales staff every step of the way."

The Dianol letter was sent out under signature of Barnett Friedenberg, vice president of Marfree, and dated Feb. 6.

The FTC complaint cited Leonard J. Ratner, Jerome S. Garland and Gerald H. Rissmann, officers of the corporations (either d-Con or United Enterprises), as respondents, with 20 days to answer the charges. Type of advertisements used was not specified in the complaint.

It is known, however, that radio continuities have been used to sell d-Con, which Marfree claims to be "the largest selling and best known rodenticide in the world."

The d-Con Co. in January revealed information "of a new twist in radio promotion"—a contest which it launched for radio stations. It initiated window display campaigns to complement the radio drive in which stations were asked to participate "and win prizes for themselves."

Brochure of Welcome

A brochure welcomed broadcasters "to the larger and larger family of stations that will be carrying d-Con radio schedules in 1952." Campaign was to kick off Jan. 1 for dealers and distributors alike, with over $1,700 in cash prizes.

The stations were asked to take photographs of one window and one store display, which they were importuned to install, and send them to d-Con. This would automatically enter them in the "d-Con Radio Station Display Contest."

As an inducement, d-Con offered two $100 first prizes and four $50 second prizes. This was broken down into three prizes each for stations in the 250 w to 1 kw and 5 kw to 50 kw categories. The contest is scheduled to end March 31.

The station brochure appeared under the signature of Alvin Eicoff, advertising manager for The d-Con Co.

LOVE!

. . . it's wonderful!

. . . we've been going steady with seasoned national and local advertisers for over 18 years, so we're inclined to agree. Make a date with KFYR to cover the agriculturally wealthy North Dakota market.

KFYR

BISMARCK, N. DAK.

5000 WATTS-N.B.C. AFFILIATE

Rep. by John Blair

KSTL Moves

MOVE of all KSTL St. Louis broadcast equipment to a new building at its new East St. Louis transmitter site has been announced by William E. Ware, KSTL president. Move was made, Mr. Ware said, in the interest of civil defense. With complete operation under one roof and a standby auxiliary generator, KSTL would be able to service Illinois and Missouri even if power facilities were knocked out in St. Louis by a bombing attack, station deported.

Donates Property

RADIO gets results in many ways but one of the most unusual responses has been reported by Emmett Brooks, president of WEBJ Brewton, Ala. To open 1952 Red Cross membership drive, the station aired a 15-minute discussion of local chapter activities one evening. Next day, a well-to-do widow notified the Red Cross she had executed her will giving it "perpetual income" from her property valued at several hundred dollars per month. The program contained no high-pressure or sentimental appeal for contributions, according to Mr. Brooks.

WKBV BOOSTS RATES

Announces 20% Increase

WKBV Richmond, Ind., made plain its views on radio's time values last week in the most direct way possible. It announced a 20% increase in its rates.

General Manager Lester G. Spencer said new local rates went into effect March 1, when WKBV became an ABC affiliate, and that the new national rates will become effective on April 1.

He also announced that WKBV will charge the one-time rate for all political broadcasts.

The station is on 1490 kc with 250 w fulltime.

Dispersion Guide

QUESTIONS and answers dealing with the government's industrial dispersion program have been compiled in a manual and released by the National Security Resources Board. The guide is intended as an amplification of basic points contained in a booklet, *Is Your Plant a Target?*, issued by the board last August, according to Chairman Jack Gorrie. Booklet defines terms and tells how state and local groups may obtain guidance in solving their dispersion problems.

COPYRIGHT BILL

Would Broaden Law

HOUSE passed and sent to the Senate last week a bill to broaden the copyright law so as to protect recording rights of authors of non-dramatic literary works [B•T, Oct. 22, 1951].

The legislation (HR 3589) would give rights to non-dramatic material corresponding to those given to music—that is, for performance "for profit." In addition, recording rights are extended.

Law already affords rights to authors of dramatic works. However, it does not give the same number of rights for all classes of copyright material although it lists various kinds of material which can be copyrighted and assigns certain rights to each.

Effect of bill also would be to extend recording rights to dramatic works, thereby clarifying that section of the law which gave public performance rights without a "for profit" limitation.

TOP CANADIAN SHOWS

Are Reported for February

FOUR Canadian shows made the leading 10 evening network programs in February, according to the Elliott-Haynes national ratings, released at Toronto on March 11. Leaders were *Charlie McCarthy*, rating 31.6; *Radio Theatre*, 30.9; *Amos 'n' Andy*, 29.3; *Our Miss Brooks*, 27; *Ford Theatre*, 22.3 (Canadian); *Treasure Trail*, 19.4 (Canadian); *Great Gildersleeve*, 19.1; *Suspense*, 18.8; *Your Host*, 18.7 (Canadian), and *NHL Hockey*, 18.3 (Canadian).

Daytime leading five shows were *Big Sister*, 18; *Ma Perkins*, 17.2; *Happy Gang*, 16.3 - (Canadian); *Pepper Young's Family*, 16.2, and *Road of Life*, 15.5.

Five leading French evening shows were *Un Homme et Son Peche*, 39.3; *Radio Carabin*, 29.2; *Metropole*, 28.7; *Jouez Double*, 25.6, and *Theatre Ford*, 25.5. Five leading French daytime shows were *Jeunesse Doree*, 30.1; *Rue Principale*, 29.7; *Les Joyeux Troubadours*, 25; *Grande Soeur*, 23.4, and *Tante Lucie*, 23.2.

Before You Buy in Cincinnati

STOP – LOOK – READ

→ *See Centerspread This Issue* ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS

OF

SELLING POWER

NBC WCKY CINCINNATI

TELECASTING

WE'RE PROUD OF OUR POSITION IN NEW YORK

where 3=1*

WABD

Channel 5

NEW YORK
Key Station of the

DUMONT
TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y.
MU 8-2600
A Division of the Allen B. Du Mont Laboratories, Inc.

*In New York, WABD is number three in average ratings . . . has been consistently for the past 25 months.†

And WABD is number one in value . . . because of its lower rates.

Yes, WABD proves that, in the New York market, 3 does equal 1.

†New York Telepulse

in our 7th year

TELEVISION HISTORY is being made

24 HOURS A DAY!

on

WDTV

Pittsburgh's Pioneer Station is now operating 24 hours a day on a regular weekly schedule . . . Featuring

"THE SWING SHIFT THEATRE"

***(1 AM to 7 AM, Monday through Friday)**

The more than 200,000 workers in the Tri-State District, who finish work at midnight, wanted entertainment while they relaxed after their labors. We're giving them fine shows throughout the night . . . the FIRST regular round-the-clock COMMERCIAL TV operation in the nation!

FOR THE BEST SHOWS and THE BEST RESULTS ...IT'S **WDTV**

DU MONT
CHANNEL 3
HAROLD C. LUND, Gen. Mgr.
Chamber of Commerce Building
Pittsburgh 19, Pa.

*** MPTV FEATURES**

TELECASTING

MARCH 24, 1952

NETWORK COMPETITION

Is Key to Merger, ABC Tells FCC

NO MERGER, no chance to break the dominance of NBC and CBS in the radio-TV field.

That, in essence, was the testimony of ABC executives during last week's FCC hearing into the merger of ABC and United Paramount Theatres.

ABC does not have the capital to give the two leading networks a run for their money, was President Robert E. Kintner's point, iterated and reiterated during his three days of testimony.

Foundation of ABC case was the FCC's 1941 *Report on Chain Broadcasting*. This document, which was the harbinger of chain broadcasting rules and the forced divorcement of the Red and Blue NBC networks, was predicated on the dominance of NBC and CBS in radio broadcasting and spelled out the FCC's case for more competition.

Eleven years after the report and the rules meant to equalize the alleged monopoly of NBC and CBS, they are still dominant, Mr. Kintner avowed.

Only way to accomplish what chain broadcasting regulations were set up to do is to permit the merger of ABC and UPT, Mr. Kintner declared. (For excerpts from his final statement to FCC Examiner Leo Resnick, see page 70.)

Claim No Monopoly

Key to ABC-UPT insistence that combination would not be monopolistic was exhibit showing locations and number of ABC radio and TV stations, UPT theatres. Exhibit also detailed other radio and TV stations and theatres in same cities.

Following is list of cities where ABC and UPT have duplicate holdings (radio and TV stations affiliated with ABC, theatres owned by UPT):

Birmingham, Phoenix, Los Angeles, San Diego, San Francisco, New Haven, Jacksonville, Miami, Atlanta, Chicago, Davenport-Rock Island-Moline, New Orleans, Boston, Detroit, Minneapolis-St. Paul, Kansas City, Omaha, Albuquerque, Buffalo, New York, Rochester, Charlotte, Greensboro, Toledo, Philadelphia, Providence, Memphis, Nashville, Brownsville (Tex.), Dallas-Ft. Worth, Houston, San Antonio, Salt Lake City.

Listing evoked demand by DuMont counsel Morton Galane that film rental costs by each TV station and theatre be compared to total rentals by all TV stations and theatres in single markets and on national basis to permit evaluation of the "leverage" the combined company would exert. Request was taken under consideration by Examiner Resnick.

During 1948-51, ABC had talks with a record company, a motion picture producing company, an electronics manufacturer and others—none identified—Mr. Kintner revealed.

In the spring of 1951, ABC began negotiations with CBS and others. This was dropped, Mr. Kintner said, when it was apparent the plan would jeopardize the ABC radio network.

Merger would give ABC needed working capital to improve facilities and programming, Mr. Kintner pointed out, permit it to give NBC and CBS real competition.

Radio still has a "bright future," both Mr. Kintner and Leonard H. Goldenson, president of UPT, averred. Both agreed that radio (1) won't be supplanted by TV, (2) has "real vitality and strength," (3) can be listened to while doing other things, whereas TV requires concentrated viewing, (4) has a "capitive audience" of 22 million car owners with radios, (5) will continue to be important in rural areas not served or underserved by TV.

ABC has $25 million in securities outstanding, owes between $10.5 and $11 million, testimony of Mr. Kintner and Treasurer C. Nicholas Priauxl revealed. They also testified that:

● ABC had total current assets of $8,006,201.30 as of Sept. 30, 1951. Of this, $2,218,909.36 was in cash. Current liabilities totaled $4,529,519.66.

● Example of why networks require O&O stations was contained in balance sheet for ABC subsidiary WXYZ Inc. (WXYZ-AM-FM-TV Detroit): Total current assets of $1,923,359.95 as of Sept. 30, 1951. Of this $300,616.57 was in cash. Current liabilities totaled $183,688.22.

● Highest net income ABC made was in 1947 when profits reached $1,520,756 after taxes. (WBKB (TV) Chicago made $1,227,100.90 for nine months of 1951). Biggest loss was in 1949, when it went into the hole for $519,085. Network went back on profit side in 1950 with minuscule $84,-

(Continued on page 70)

IBC SUIT

Radio-TV Important Factor at Trial

FEDERAL anti-trust suit filed Monday against the International Boxing Clubs of New York and Chicago and the Madison Square Garden Corp. was aimed, among other things, "to restore free and open competition in . . . broadcasting, telecasting, and motion picture production and distribution of professional championship boxing bouts."

Broadcasting activities of fight promoters were mentioned throughout the 13-page complaint, filed in U. S. District Court, southern district of New York, upon the recommendation a week earlier [B•T, March 10] of the grand jury which had just completed a five-month investigation of the matter. Truman Gibson, IBC secretary and identified as owner of 20% outstanding shares of Class A and Class B common stock in both the New York and Chicago organizations, was reported as saying the suit is directed more against practices involving television rights than against actual IBC promotions.

Since the major legal issue at the trial was predicted to be the establishment of boxing promotion as interstate commerce, it was considered likely last week that broadcast activities might well be a principal hinge on which the attorney general would attempt to swing his case.

Asserting that promotion of boxing involved selling rights "to transmit the contests by radio or television throughout the U. S. and foreign countries," the federal complaint charged that the defendants used interstate trade and commerce channels to sell radio-TV rights as well as to negotiate for telecasts to some "200" motion picture theatres for large-screen television.

The 21 major professional championship bouts promoted in the U. S. since June 1949—all but two of which were said to have been under IBC auspices—produced a gross income from admissions and sale of motion picture, radio and TV rights of approximately $4,500,000, the complaint stated. Total grosses of all pro contests during the period were estimated at $15 million.

'Combination and Conspiracy'

The "combination and conspiracy," it was charged, consisted of "continuing agreement and concert of action" to exclude others from promotion and exhibition . . . and sales of radio, television and motion picture rights in championship matches. The benefits of competition were thus denied, the federal suit maintained, to radio and television broadcasters and stations, the public (seeing bouts on TV or hearing them on radio), as well as manufacturers, distributors and arena owners.

It was urged "that the court enter such further orders . . . as may be necessary and appropriate in order to dissipate the effect of the violations alleged herein and to restore free and open competition in the promotion, exhibition, broadcasting, telecasting, and motion picture production and distribution of professional championship boxing contests."

Arthur M. Wirtz of Chicago, IBC director, also named a defendant, was quoted as saying, "I can't understand why we should be sued for putting our bouts on television, while the National Football League was sued for not putting their games on television." Besides Mr. Wirtz, only other individual named a defendant was James D. Norris, New York, also an IBC director.

Federal charges listed in particular an agreement among defendants and Joe Louis, in which the latter agreed to retire as undefeated heavyweight champion, receiving $150,000 and exclusive rights to the services of the four leading contenders to his title: Joe Walcott, Ezzard Charles, Lee Savold and Gus Lesnevich. Elimination bouts were to be conducted among them, for which the Joe Louis organization was to have "exclusive right to broadcast any of the contests, both in radio and television," plus motion picture distribution.

The Justice Dept.'s complaint was signed by J. Howard McGrath, attorney general; H. G. Morison, assistant attorney general; Myles J. Lane, U. S. attorney; Melville C. Williams, head of the New York anti-trust division; Harold Lasser, special assistant to the attorney general, who prepared the case, and Harold J. McAuley, trial attorney.

ALLOCATIONS

Northeast VHF Limitations Voted

THOUSAND-foot antenna height limitation for VHF stations in crowded Zone I area of the U. S. (northeastern states) was the compromise solution that helped unsnarl the FCC's allocation knitting last week.

By a vote of 4 to 2, the Commission accepted the recommendation of Comr. George E. Sterling to limit VHF antenna heights in Zone I to a maximum of 1,000 feet with maximum powers (100 kw for Channels 2-6, 316 kw for Channels 7-13).

Consensus previously was to permit maximum of 2,000 feet for antennas for all stations [B•T, March 3, Jan. 28]. This maximum still will be permitted in other areas of the country.

If all goes well this week, issuance of the final report during the first week in April is considered a definite possibility. Optimists even talk of March 31 as the day. It is known that some Commissioners would like to have it out in time for the NARTB Chicago convention (March 30-April 2).

At root of the Commission impasse early last week was the dissatisfaction of Comrs. Frieda B. Hennock and Robert F. Jones with the basic philosophy of the forthcoming final report [B•T, March 17].

Vote last week cleared the air. Comr. Jones, who has never made any secret of his dislike for the fixed allocation idea, accepted the inevitability of the Commission majority's philosophy and withdrew from further meetings. He was said to have begun writing his dissent.

Comr. Jones' attitude may be summed up as follows: (1) Fixed allocation is illegal and impractical. (2) Separations and high powers and antennas mean that the protected coverages of big city stations will deny the establishment of stations in smaller cities in the shadow of the major city. (3) Wide coverages will also mean that stations in smaller cities near key markets will be unable to get network affiliations. (4) Making the allocations part of the FCC rules leaves the Commission with little flexibility to shift channels to meet the law of supply and demand.

Comr. Hennock fears that wide coverage of VHF stations will make them so desirable, few will want UHF stations. Her attitude is that the coverage of VHF stations must be kept at or below the potentials of UHF stations.

Compromise is expected to hold down the range of big city VHF stations in the industrial North to about 40-50 miles.

Had the Commission accepted a change in philosophy, it is understood, it would have taken the staff about two months to revise its work.

Lending belief that the Commission will stick to its previous decision to process applications on a channel-by-channel basis [B•T, March 10] was last week's House action appropriating $6,108,460 for the 1953 fiscal year. This not only makes no provision for additional funds for TV, but is understood to be actually $500,000 below the running expenses of present FCC operations (see story page 29). Basic in the thinking of advocates of the channel-by-channel procedure is that that method will permit faster grants and fewer hearings.

TV BODY VOTED

By N. Y. Legislature

NEW YORK bill proposing establishment of a state committee to manage TV channels allocated for educational use was passed by the assembly early last week and approved—without dissent—by the state senate Thursday morning.

Sponsored by the Assembly Rules Committee at the request of Gov. Thomas E. Dewey, the bill's signing was considered certain before the state body met its adjournment, scheduled for late Thursday night.

Legislation was originally proposed by Dr. Lewis A. Wilson, New York commissioner of education [B•T, March 17], who urged that a state commission be named to supervise educational TV channels and to study problems involved in their operation, thus precluding monopolization of outlets by individual institutions.

WICU (TV) Power

WHAT happens when a low-powered TV station goes up to full transmitter power is exemplified again by WICU (TV) Erie, Pa., which boosted its radiated signal from 3.4 kw to 30 kw on March 15. Whereas it used to cover about 83,000 TV sets, *Erie Dispatch* station now blankets 162,384 TV sets, including a good part of Buffalo and Cleveland as well as Canadian markets of Hamilton and London, Ont., station reported. Threefold power increase was made possible by installation of 5-kw transmitter replacing 500-w unit at cost of $50,000, station said.

MGM MULLS TV

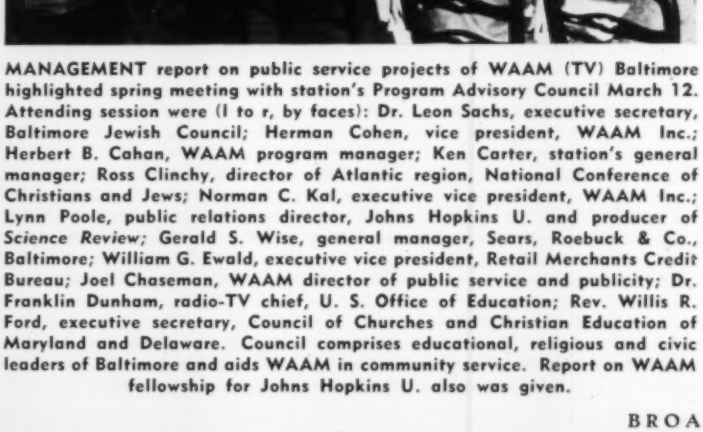
For Film Exploitation

USE OF TV is being studied by officials of Metro-Goldwyn-Mayer, Hollywood, as a promotion tool for the company's new movies. M-G-M is considering a heavy schedule of one minute filmed "teaser" commercials for telecast throughout the country plugging M-G-M releases. In addition, it is understood new M-G-M talent will be made available for guest television appearances.

Plan reportedly was outlined for top executives at a mid-March meeting in Culver City by Howard Dietz, New York vice president in charge of advertising and publicity. Commercials will be filmed on the Culver City lot under his direction. Placement will be handled by Donahue & Coe, New York agency for M-G-M.

The studio, staunch in holding out on use of its stars on television and reluctant to use TV in its advertising plans up to this point, is expected to use the new medium extensively when the freeze is lifted and more TV stations are in operation, according to reports.

When the studio's full scale TV operations get underway, it is expected they will follow much the same pattern as in the use of radio with production of live TV package shows. M-G-M inaugurated such a radio plan several years ago. Shows now are presented via transcriptions on MBS and independent stations and feature M-G-M's top personality attractions.



MANAGEMENT report on public service projects of WAAM (TV) Baltimore highlighted spring meeting with station's Program Advisory Council March 12. Attending session were (l to r, by faces): Dr. Leon Sachs, executive secretary, Baltimore Jewish Council; Herman Cohen, vice president, WAAM Inc.; Herbert B. Cahan, WAAM program manager; Ken Carter, station's general manager; Ross Clinchy, director of Atlantic region, National Conference of Christians and Jews; Norman C. Kal, executive vice president, WAAM Inc.; Lynn Poole, public relations director, Johns Hopkins U. and producer of *Science Review*; Gerald S. Wise, general manager, Sears, Roebuck & Co., Baltimore; William G. Ewald, executive vice president, Retail Merchants Credit Bureau; Joel Chaseman, WAAM director of public service and publicity; Dr. Franklin Dunham, radio-TV chief, U. S. Office of Education; Rev. Willis R. Ford, executive secretary, Council of Churches and Christian Education of Maryland and Delaware. Council comprises educational, religious and civic leaders of Baltimore and aids WAAM in community service. Report on WAAM fellowship for Johns Hopkins U. also was given.

DuMONT POST

Richard E. Jones Named

RICHARD E. JONES, former vice president of the Fort Industry Co., will become director of DuMont's owned and operated stations April 7, Chris J. Witting, director and general manager of the network, announced in a statement being released today (Monday).

In his new post, designed by DuMont to streamline both network and local station development after the end of the TV freeze, Mr. Jones will serve as active manager of WABD (TV) New York, making his headquarters at the network's key station. He will also supervise operations of WTTG (TV) Washington and WDTV (TV) Pittsburgh, with Walter Compton and Harold C. Lund continuing as managers of those outlets, respectively. Management of WABD heretofore has been part of Mr. Witting's overall duties.

Mr. Jones' entrance into the radio field was via sales, advertising and public relations in Detroit. Joining the sales staff of CKLW Windsor, Ont., Canada, he was made sales manager one month later, a position he held for the succeeding eight years.

He joined Fort Industry as manager of its WJBK Detroit in September 1948, and was made managing director of that station and WJBK-TV. Working as his own sales manager, he grossed more than a million dollars on the unaffiliated WJBK in 1950 and 1951—largely, he explained, by developing spectacular local shows.

In May 1949 he was made a vice president of the Fort Industry Co. and in January 1950, elected to its board of directors. Last July he was promoted to the post of vice president of the Northern District of the Fort Industry operations and supervised five of its radio and television stations: WJBK and WJBK-TV, WSPD and WSPD-TV Toledo, and WSAI Cincinnati. He resigned from the vice presidency in January.

A former director of the Adcraft Club of Detroit, Mr. Jones is a director of the Detroit Convention and Tourist Bureau and a member of the Chicago Press Club.

NCAA TV POLICY

Fears Top Team Control

CONCERN that a small group of colleges might monopolize telecasts of 1952 football games was evidenced last week when the National Collegiate Athletic Assn.'s TV committee announced it would schedule television "on the widest possible basis."

Although spokesmen for the group asserted they were "just working on" their '52 season formula for probable announcement in April, they announced two procedural principles after their first meeting March 10. They will seek the widest possible participation by colleges, so that no one or no small group of colleges will dominate football television during 1952. They will emphasize much greater TV participation by smaller colleges in the association.

A spokesman said March 12 that all networks are continuing to participate in planning the '52 television schedules through individual conferences with the TV committee as well as through the usual discussion channels. The all-broadcasting industry meeting held before planning got under way [B•T, Feb. 25] will be repeated, it was reported, perhaps in early April, after college schedules are final and after receipt of the full National Opinion Research Center report on last year's first test of controlled television. After the industry meeting and consideration of the formula, the plan will be submitted to the 346 NCAA colleges for approval before it goes into effect.

Danger to Game

"The committee desires to stress again the dangers to the game of football if two or three top teams are able to monopolize the television networks," a statement that was made public read. "The resulting financial rewards would create far greater temptations than any yet known to the game and would place irresistible premiums on developing winning teams."

TV committee members at the March 10 session were Bob Hall of Yale, chairman; Asa S. Bushnell, commissioner of eastern college athletics and executive director of the NCAA TV program; J. Shober Barr of Franklin & Marshall, and Walt Byers, NCAA executive director.

Latin America Video

LATIN AMERICA will "soon far outstrip" Europe in expansion of television activities, Ernest A. Marx, director of Allen B. DuMont Labs.' International Div., asserted last week. Mr. Marx, who has just returned from a trip through South America, pointed to Brazil as the focal point of future television centers in that hemisphere.

ADVERTISING code for home appliance dealers has been adopted tentatively at meeting in Philadelphia.

ARGENTINA's first TV station, LR-3-TV Buenos Aires, on Channel 7 has been fully equipped by Federal Telecommunications Labs., subsidiary of IT&T. Shown here is the transmitter room of the 45 kw installation on the 24th floor of the Ministry of Public Works Bldg. Standing in front of the transmitter are (l to r): J. M. Valentine, FTL engineer in charge of the installation; J. C. Coriat, Standard Electric Argentina, IT&T subsidiary; H. L. Johnson, FTL. Station technician at control console is not identified.

FOUR RENEWED

From 'Temporary' List

REGULAR license renewals for four more TV stations, put on temporary for failing to show any educational or agricultural programming during the "composite" 1951 week [B•T, Feb. 4], were granted last week. Stations, which made satisfactory explanation for lack of such programs, are WXEL (TV) Cleveland, WDEL-TV Wilmington, Del.; WTAR-TV Norfolk, and WTOP-TV Washington.

Earlier this month, the Commission renewed the licenses of four other stations placed on temporary for the same reasons: WBNS-TV Columbus, Ohio; WJAC-TV Johnstown, Pa.; WJBK-TV Detroit, and WSPD-TV Toledo [B•T, March 3].

Commission placed 26 TV stations on temporary licenses in February for failure to program educational or agricultural broadcasts. Most stations indicated then that the omission was due to the "composite" week chosen by the FCC or that such programs had been, or were planned, before the Commission's action.

TV Instruction

CIVIC leaders in New Haven, Conn., responded enthusiastically to an invitation extended by WAVZ, that city, to attend a course extending over a 10 week period to learn how they may better their community service through the use of television in preparation for coming expansion of the medium, the station reports. Over 50 men and women went back to school for their first class conducted by Prof. Edward C. Cole, instructor at Yale Drama School. Proposed techniques include lectures, slides and other visual aids as well as course outlines.

COLOR BAN ISSUE

May Go to Defense Chief

THE GOVERNMENT is still "wrestling" with its controversial ban on manufacture of color TV equipment and there were indications last week that the issue may be laid in the lap of the nation's defense mobilizer.

The question was raised again last Monday at a news conference presided over by Manly Fleischmann, Defense Production Administrator, and Henry Fowler, National Production Authority administrator.

It has been expected that DPA-NPA would retain the overall freeze on mass production of home-type color receivers, adapters, converters and other equipment but lift the prohibition with respect to projection equipment for theatre color TV. Additionally, other clarification was anticipated [B•T, March 10, 3].

Latest guess is that the amended order will be announced early this week. It also was reported that it first may be cleared for policy with Defense Chief Charles E. Wilson before being released by NPA.

Mr. Fowler last Monday confessed he has been "wrestling" with the colorcasting ban but "I really think this time the chicken's head will come off." Asked whether engineering would still be the deciding factor, Mr. Fowler asserted:

That is the real problem, just how important and how real that is, how we can go around that to provide, within the material limitations, for television generally, opportunity to make color, doing it in such a way as to minimize the impact on the military electronics production?

DPA's Electronics Production Board, acting on recommendations of the military, urged that the ban be retained because of the problem of technical skills [CLOSED CIRCUIT, Feb. 25].

ELY LANDAU FORMS

New Film Organization

FORMATION of Ely Landau Productions, film producing firm set up to meet programming needs of local television stations and low-budget local sponsors, was announced last week by Mr. Landau in New York. Offices are at 10 East 44th St.

Producing films since last September, the organization, with a $1,500,000 budget, within a month will have completed initial films in nine different types of program, several of which are already completed in series of 13, 20 and 26-week shows.

The Landau company is planning to distribute the films in an unusual pattern, by making the product available to local stations on a "service" basis rather than as individual programs. The nine show types, which include mystery adventure, juvenile science fiction, sports, animated kiddie shows and dramatic programs, comprise four hours of TV film programs per week. The shows will be sold as one, two, three or four hours of program service weekly, with graduated pro-rata scales. Trade and press showings will be held in New York in mid-April.

Mr. Landau is former director of TV for Emil Mogul Co., New York. Harold Young, formerly with Paramount and Universal, heads the directorial staff. Harold Kovner will head the library of feature films.

UTP SERIES' SALES UP

'Double Play' Signed by Six

UNITED Television Programs, New York producer, experienced its busiest week of the year last week according to Aaron Beckwith, sales director, with four of its newest TV film programs sold in 14 markets.

Double Play, starring Leo Durocher and Laraine Day, led sales figures with contracts signed through BBDO in Buffalo and Rochester and George R. Nelson, Schenectady, by six stations: KPHO-TV Phoenix, WSB-TV Atlanta, WJAC-TV Johnstown, Pa., WRGB-TV Schenectady, WHAM-TV Rochester and WBEN-TV Buffalo.

Hollywood Off-Beat, half-hour private investigator series featuring Melvin Douglas, has been sold in 12 markets, with deals completed last week with WMAL-TV Washington, WTMJ-TV Milwaukee and WSM-TV Memphis. *Movie Quick Quiz*, produced by Walter Schwimmer Productions, was sold by UTP to WFBM-TV Indianapolis for the Standard Grocery Co., through Schwimmer & Scott, Chicago.

Sales also were made in four additional markets for *Royal Playhouse* series, produced by Bing Crosby Enterprises: Richmond, Va., Davenport, Iowa, Milwaukee and Detroit.

TV COSTS

Toni's Nathanson Sounds Warning

CAUTIONING members of the television industry not to let costs force out all except heavy-budget clients from the choice time slots, Don Nathanson, advertising manager of the Toni Co., Chicago, warned that monopoly "is as destructive to free enterprise as is socialism."

Speaking to members of the Chicago Television Council and Radio Management Club at a luncheon on Wednesday, he charged that television time is "too valuable to be frozen for the benefit of the big companies."

Favors 'Big Advertiser'

Mr. Nathanson, representing one of the largest advertisers in the country, pointed out that radio has long had a discount structure "which favors the big advertiser over and beyond what he is entitled to," enabling the larger buyer to get time for about half what the small advertiser pays.

This practice, he said, which is being transferred into television, makes "the big one bigger and the small one smaller—and never the two shall meet."

Referring to TV costs, which are now reaching "new heights," he predicted they will continue to rise because of new station construction following the freeze and because established stations will not maintain current rates.

Toni's answer to the problem of TV costs and coverage was to use a "one-two punch," which Mr. Nathanson described as a two-year approach. To introduce two new products—Prom and White Rain—last year, Toni launched both items in television markets only. Prom, the advertising manager said, sold "second only to Toni" home permanents, while White Rain hit the No. 3 position in its field in the TV areas. In non-TV areas, he said, "we were lucky to stay on the dealers' shelves."

The second part of the punch went into effect this year with a continuation of television in those markets where it has been used and purchase of radio and newspapers in non-TV areas. This approach, Mr. Nathanson said, ties in with the need for different techniques and a new form of merchandising in the use of television.

Criticizing the code adopted by NARTB, he objected to the commercial time limitations. He said the code stipulations on length of commercials are "completely wrong" and unfair.

"Why should a national advertiser be forced to cut commercial time on an expensive, quality show while participating sponsors on cheaper shows can have twice as much," he asked. Mr. Nathanson cited shopping and cooking shows, mentioning also the "public-spirited practice of triple-spotting."

Television, although it costs a lot more than radio, is using the same commercial pattern, he said, suggesting industry workers reread portions of the code which points out that television is a developing industry, utilizing new techniques which will need to be reviewed and revised because of the changing pattern.

A major problem in advertising is that "media men spend too much time selling media and agency men spend too much time selling the agency." Mr. Nathanson urged that their mutual problem with the client be sale of a product.

He warned, "Once you lose a television advertiser, you may never get him back again." He asked agency and station men not to air a show or commercial unless it is "right."

'Converted' Writers

Reminding his audience that agency radio writers are usually converted space writers, he said he sees the same thing now with radio copywriters handling TV. "Too often they sell with words instead of pictures."

Discussing the "high cost" of TV film commercials, he charged "the agency feels its responsibility is over when it has called for bids from film producers and accepts the lowest." If an art director did this, he said, he would be fired for not selecting work suited to the specific product and its need.

The agency of the future, in his opinion, will handle commercial film production in its own studios. Program packaging, he noted, has passed from the agencies to a "monopoly" on the part of networks and independent producers.

PROMOTION KIT

UTP Adds New Feature

A COMPLETE package of promotional aids for every film distributed by United Television Programs was announced last week by Milton M. Blink, UTP executive director, as a new sponsor service.

UTP has arrangements with its producers whereby the latter supply all necessary raw material from which the distributor constructs special promotional kits, to be delivered, in turn, to sponsors immediately after a sale. Kits generally include glossy photos, mats, feature stories, prepared spot announcements, reviews, synopses and columnists' items in addition to releases prepared for publications representing the sponsor's field.

Discussing the new service, Mr. Blink said, "It's not enough to make a sale and let it go at that." Follow-through material is also a valuable part of program promotion, he indicated.

FILM PACT

Independent Firms Sign

NEW COLLECTIVE bargaining contract for actors in motion pictures has been worked out between Screen Actors Guild and Society of Independent Motion Picture Producers.

Concluded last week, agreement is retroactive to March 13 when negotiations officially opened. It runs to June 1, 1958. Both groups have right to re-open on wage and working conditions in 1954 and 1956.

Pact contains a clause giving SAG legal right to cancel its contract with a studio that releases to TV any theatrical films made after Aug. 1, 1948, without first negotiating with the guild for additional payment to actors in such movies. It also provides separate bargaining for additional conditions for actors in films made specially for television.

New contract embodies all changes made in recently negotiated agreement between SAG and major producers [B•T, Mar. 10]. Besides providing increases in daily minimum from $55 to $70 and weekly freelance minimum from $175 to $250, it includes preference of employment for professional motion picture ctors.

Members of SIMPP are Alcorn Productions, Irving Allen Enterprises, Aspen Productions, Walt Disney Productions, Eagle Productions, Federal Films, Gloria Film Productions, Golden Pictures, Sam Goldwyn Productions, N-P-M Productions, Normandy Productions, Roberts Productions, Lou Shor Productions and Horizon Pictures.

Others include Samuel Bischoff, Benedict Bogeaus, William Cagney, Lester Cowan, Robert Goelet Jr., Edward Gross, Stanley E. Kramer, Sol Lesser, James Nasser, William and Edward Nassour, Seymour Nebenzal, Mary Pickford, Harry M. Popkin, Albert S. Rogell, Charles R. Rogers, Harry Sherman, Robert Stillman, Hunt Stromberg, David O. Selznick, Frank Melford, Walter Wanger, Jack M. Warner and W. Lee Wilder.

RATE GUARANTEE

KMTV(TV) 52-week Plan

KMTV (TV) Omaha last week became the first television station to offer advertisers rate guarantees up to 52 weeks, according to an announcement by Owen Saddler, KMTV general manager.

Under the plan, if an advertiser's renewal date happens to occur within the 6-month period from any effective date of a rate increase, he will be given rate protection through the unexpired portion of the 6-month protected period. The rate in effect after the 6-month protected period then becomes the guaranteed rate for the balance of his schedule up to 52 weeks from renewal date. A reduction in the original service could void the 52-week guarantee.

"The new plan is beneficial to the small advertiser as well as the larger clients," Mr. Saddler pointed out. "We inaugurated it to make the budgeting of a year-round TV campaign more practical."

TV Sets in Russia

TELEVISION sets in use in Moscow number 60,000, according to a report released by Pravda, Communist Party organ, on March 19. Figure includes 35,650 sets reportedly installed in 1951. TV stations are also said to be in operation in Kiev and Leningrad.

A historic printer examines a modern printing plant as (l to r) Captain Z-RO and Gutenberg are shown around by Mr. Gross.

★ ★ ★

PRINTING WEEK

Gutenberg 'Brought Back'

KRON-TV San Francisco, through its *Captain Z-RO* program, brought Johannes Gutenberg, inventor of movable type, "back to life" for a special telecast in celebration of National Printing Week.

Captain Z-RO is a mythical world renowned scientist who has perfected a "time machine" which enables him to bring back famous persons of the past. The scientist, played by Roy Steffens, appears Wednesday each week on KRON-TV.

For National Printing Week, Mike Chamberlain played the part of Gutenberg. Captain Z-RO and "Gutenberg" were shown around the *San Francisco Chronicle* composing room by a modern printer, Fred Gross, mechanical superintendent of the newspaper.

SHORT TIME BUYS

Rosenfeld on TV; Cowles, MBS

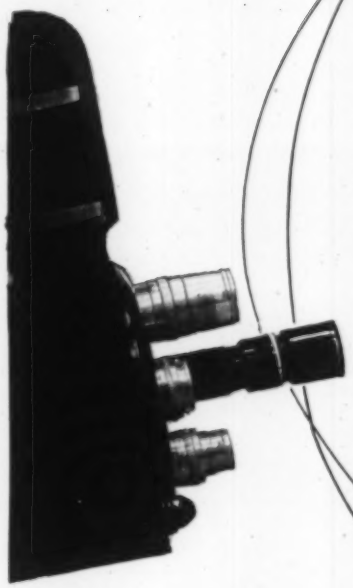
SIGNING for its first use of television, Henry Rosenfeld Cosmetics, a subsidiary of the dress firm of Henry Rosenfeld Inc., New York, ordered spots on CBS-TV's soon-to-be-dropped *Frank Sinatra Show* for tomorrow (Tuesday) night and April 1. Further television and possibly radio time purchases by the company are expected. Gussow-Hyman, New York, is agency.

Meanwhile it was reported that Cowles Magazines Inc., on behalf of *Look*, purchased opening and closing one-minute announcements on Mutual's *Modern Adventures of Casanova* (Thurs., 8:30 p.m.) for March 13 only. Agency is McCann-Erickson, New York.

Covers N.C. GOP

STATE Republican Convention in North Carolina was telecast March 18 by WBTV (TV) Charlotte for the first time in the state's history. Telecast also was the first remote broadcast for the station's mobile unit under the direction of M. J. Minor, chief engineer, and Sam Zurick, program director. Three TV cameras were used.

WWJ-TV grabs the sport-light again . . .



For the sixth consecutive year, WWJ-TV will do the exclusive televising of Detroit Tiger ball-games . . . with 35 games on the 1952 TV schedule.

To those who know the magic of the words "Play Ball!" in Tiger Town, it means that about 30% of Detroit's 550,000 TV sets (and about 90% of the total P.M. audience) will be focused on Channel 4, from the first pitch to the last out.

Grabbing the sport-light is a habit with WWJ-TV . . . whether it's the sport of pitches or punches, pucks or pigskins. But that's not all. Teamed with NBC, WWJ-TV has 7 of Detroit's 10 top-rated shows!

It's little wonder WWJ-TV is doing such a rewarding job for its advertisers in this 4-billion dollar market.

FIRST IN MICHIGAN • *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
ASSOCIATE AM-FM STATION WWJ

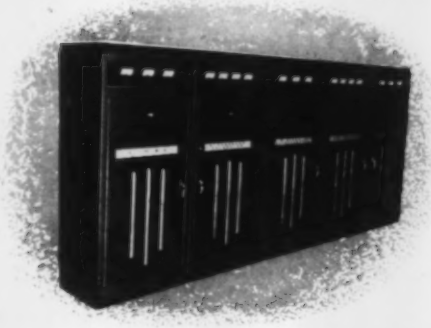
NBC Television Network

from Acorn to

This is the congratulatory advertisement that appeared in 1949 upon the opening of WICU.

Owner Edward Lamb's prediction of Du Mont versatility, performance and dependability has been proved through actual operational records, far beyond expectations.

to Oak



1952

500 WATT TO 5KW

Amid the glamor of LIFE and other national magazine write-ups, WICU brought television to Erie, Pa., in 1949. Here was a television station in a relatively small community—how would it make out?

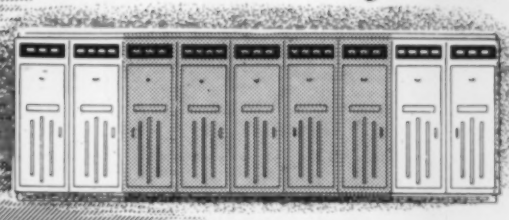
WICU recently celebrated the Third Anniversary of a highly successful telecasting operation. During the three years new studios and studio equipment had been added to the original equipment complement through the Du Mont "building block" program. The original Du Mont Acorn (500 watt) Transmitter had grown to a Du Mont Oak (5KW) Transmitter, the highest current power permitted any TV station under prevailing FCC regulations.

Du Mont salutes WICU, the Erie-Dispatch television station, and owner Edward Lamb upon this Third Anniversary for a job well done. Du Mont is justly proud of the part Du Mont telecasting equipment has played in WICU's success.

and to High Power

5KW TO 40KW

at a later date



From Acorn to Oak to High Power without obsolescence of equipment with Du Mont. The original Acorn Transmitter is now employed as the driver unit for the 5KW Oak Transmitter. As greater power is allowed, the Oak Transmitter will be used in turn as the driver unit for a Du Mont 40KW High Power Transmitter.

with DuMont all the way

DU MONT

Television Transmitter Division
Allen B. Du Mont Laboratories, Inc.
Clifton, N. J.

Station
KRLD-TV
Dallas
Texas' Most Powerful Television Station
★
SERVES THE LARGEST
TELEVISION MARKET...
Southwest
DALLAS and FORT WORTH
More than a Million urban population in the 50-mile area
More than TWO MILLION in the 100-mile area . . .
NOW
157,868
TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA
EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS
This is why KRLD-TV is your best buy
Channel 4 . . . Represented by
The BRANHAM Company

telestatus

Eight More Stations Interconnect by July 1

(Report 208)

A TOTAL of eight cities are scheduled to be added to interconnected video by July 1 —in time for live coverage of the July political conventions.

The Long Lines Dept. of American Telephone & Telegraph Co. announced Thursday that network television will be extended to Tulsa and San Antonio by that date and pointed out that, as previously announced, six other cities also are to be added to the network by July 1. These are Miami, New Orleans, Dallas, Fort Worth, Houston and Oklahoma City.

All eight cities are slated for one-channel service except Dallas and San Antonio which will have two channels each before the end of the year.

Work Speeded Up

Installations for the southern cities were originally scheduled to be completed in the last half of 1952, but work was hurried to allow interconnection before the start of the Presidential conventions this summer. Some of the Tulsa and San Antonio equipment therefore is temporary, but will be replaced with permanent facilities later this year.

Completion of the AT&T lines will bring the total cities connected by the network to 62 and the number of stations served to 104.

WBZ-TV Increases Rates April 1

WBZ-TV Boston has announced a new rate card, No. 7-T, effective April 1. Hourly rates will be: Class A, $1,500 Class B, $1,125; Class C, $800 and Class D, $450.

Along with rate increases, the stations notes it has adjusted its time classifications as follows: Class A—7-11 p.m. Mon.-Sat., 6-11 p.m. Sun.; Class B—5-7 p.m. Mon.-Sat., 1-6 p.m. Sun.; Class C—12 noon-5 p.m., Mon.-Sat., 12 noon-1 p.m. Sun., 11:30 p.m.-12 midnight, Mon.-Sun.; Class D—12 midnight-12 noon, Mon.-Sun.

WBZ-TV, a basic NBC-TV affiliate and owned by Westinghouse Radio Stations Inc., also announced a 10% rebate clause to advertisers. "An additional 10% rebate, after deduction of frequency discounts, will be paid on the minimum weekly program time billing which has been maintained for 52 consecutive weeks." Station is represented nationally by NBC Spot Sales.

* * *

WSM-TV Rate Boost Effective April 1

WSM-TV Nashville has announced rate increases effective April 1 with nighttime hourly rates hiked from $300 to $350, one-minute announcements or less from $50 to $60 and comparable increases in other time slots. Station notes that present advertisers will be protected under the current rate for six months after the effective date. WSM-TV claimed sets in use in its market as of March 1 was 65,785.

* * *

Set Distribution Reported at Standstill

GROWTH in TV set distribution is practically at a standstill until the end of the freeze opens up new markets, Sam G. Barton, president, Industrial Surveys Co., said Wednesday.

Reporting on a survey made by the ISC National Consumer Panel, he said that set ownership had risen only slightly between October and January, with 31 out of 100 families owning TV sets in January compared to 30 out of 100 in October.

TV set ownership is heaviest in the Northeast, where half of the families own sets against the national average of 31%. In large cities 59% of the families have TV, Mr. Barton said. Highest concentration of ownership is in the fami-

(Continued on page 93)

Weekly Television Summary—March 24, 1952—TELECASTING Survey

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	14,400
Ames	WOI-TV	86,464
Atlanta	WAGA-TV, WSB-TV, WLTV	185,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	372,937
Binghamton	WNBF-TV	53,585
Birmingham	WAFM-TV, WBRC-TV	90,000
Bloomington	WTTV	134,000
Boston	WBZ-TV, WNAC-TV	873,761
Buffalo	WBEN-TV	253,536
Charlotte	WBTV	138,999
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,095,185
Cincinnati	WCPO-TV, WKRC-TV, WLWT	335,000
Cleveland	WEWS, WNBK, WXEL	567,692
Columbus	WBNS-TV, WLWC, WTVN	217,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	157,868
Davenport-Quad Cities	WOC-TV Include Davenport, Moline, Rock Isc., E. Moline	88,598
Dayton	WHIO-TV, WLWD	227,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
Erie	WICU	82,765
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	157,868
Grand Rapids-	WOOD-TV	198,400
Greensboro	WFMY-TV	105,740
Houston	KPRC-TV	127,500
Huntington-Charleston	WSAZ-TV	78,880
Indianapolis	WFBM-TV	216,350
Jacksonville	WMBR-TV	53,000
Johnstown	WJAC-TV	144,116
Kalamazoo	WKZO-TV	185,140
Kansas City	WDAF-TV	195,674
Lancaster	WGAL-TV	139,552
Lansing	WJIM-TV	85,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,232,000
Louisville	WAVE-TV, WHAS-TV	141,063
Matamoros (Mexico)-Brownsville, Tex.	XELD-TV	16,200
Memphis	WMCT	122,700
Miami	WTVJ	110,000
Milwaukee	WTMJ-TV	320,945
Minn.-St. Paul	KSTP-TV, WTCN-TV	318,200
Nashville	WSM-TV	62,335
New Haven	WNHC-TV	250,000
New Orleans	WDSU-TV	85,359
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,880,000
Newark	WATV	107,101
Norfolk	WTAR-TV	121,014
Oklahoma City	WKY-TV	123,110
Omaha	KMTV, WOW-TV	1,021,966
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	55,100
Phoenix	KPHO-TV	389,000
Pittsburgh	WDTV	191,000
Providence	WJAR-TV	113,505
Richmond	WTVR	138,000
Rochester	WHAM-TV	91,563
Rock Island-Quad Cities	WHBF-TV Include Davenport, Moline, Rock Isc., E. Moline	74,600
Salt Lake City	KDYL-TV, KSL-TV	71,000
San Antonio	KEYL, WOAI-TV	128,000
San Diego	KFMB-TV	329,250
San Francisco	KGO-TV, KPIX, KRON-TV	202,800
Schenectady-Albany-Troy	WRGB	129,300
Seattle	KING-TV	382,000
St. Louis	KSD-TV	171,126
Syracuse	WHEN, WSYR-TV	158,000
Toledo	WSPD-TV	108,265
Tulsa	KOTV	70,000
Utica-Rome	WKTV	344,004
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	96,081
Wilmington	WDEL-TV	

Total Markets on Air 64* **Stations on Air 109*** **Estimated Sets in use 16,398,043**

* Includes XELD-TV Matamoros, Mexico

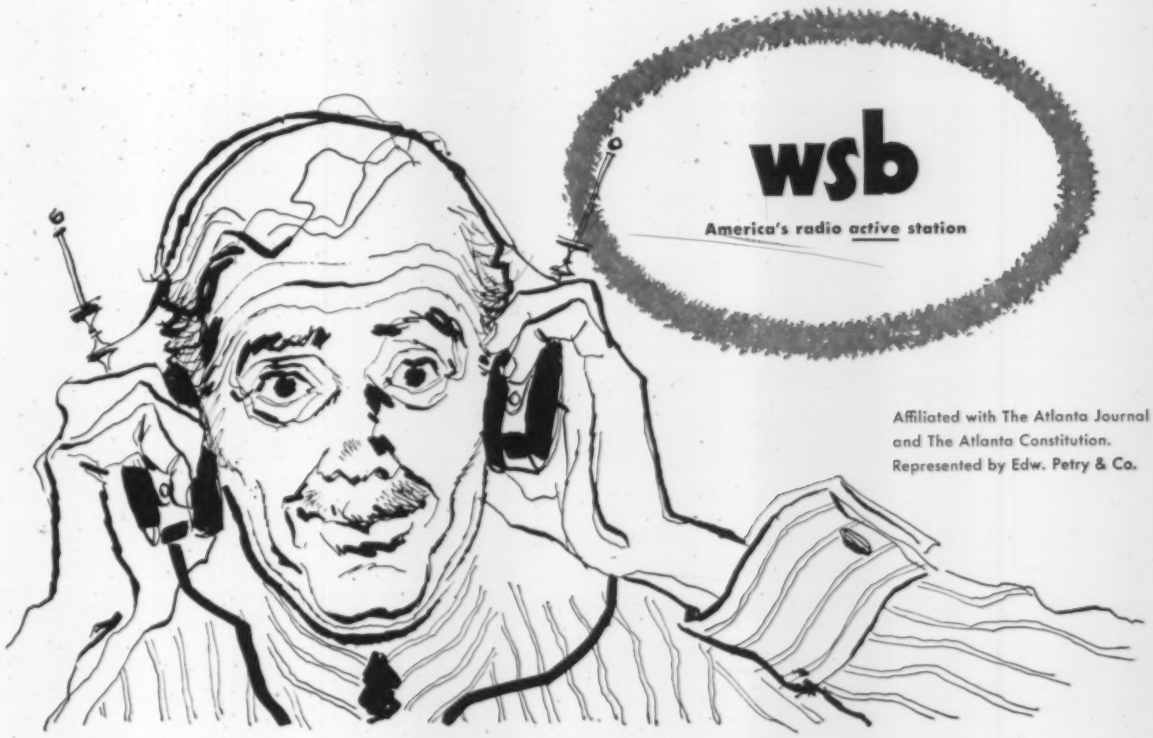
Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

You should have heard us in 1922!

That's when WSB was born—30 years ago, March 15, 1922. Since that date, our primary interest has been the acquisition and maintenance of audience. It was our original conviction that this best could be achieved through a dedication to service in the public interest.

The soundness of this principle is now well established. For in every audience survey ever made in Atlanta by any recognized authority, WSB has been a dominant first. There is no substitute for experience.

The policy that has paid rich dividends for WSB pays off handsomely for advertisers, too . . . *more so today than ever before.*



Affiliated with The Atlanta Journal and The Atlanta Constitution.
Represented by Edw. Petry & Co.

Kintner on Merger

ABC President Robert E. Kintner's three-day stint in the witness chair at FCC's hearing on the merger of ABC and United Paramount Theatres Inc. last week was concluded with a plea to Hearing Examiner Leo Resnick to approve the merger. Here are excerpts of what he said:

Mr. Examiner, I feel very strongly that competition in the radio and television business will be increased by this merger. We would not have entered into the merger if we did not feel so. We did not enter into another merger because of our belief that competition would suffer, particularly in the radio field.

Number one, as far as ABC is concerned, it will enable it to do what I believe the Commission wanted it to do when it forced the sale of the Blue Network as a result of the chain broadcasting investigation.

It will give ABC added working capital, added earning power in order to take program risks, expand program structure, and try new types of programming so that it can compete more effectively with the two principal operators in the field, NBC and CBS.

I believe that if increased competitive factors are let loose in the communications field through this merger, NBC, CBS, and DuMont will in turn increase their efforts to attract the public in programming, and that out of it you will get an industry that will serve the public interest better through better programming, expanded programs, and more experimental programs.

In my judgment, the approval, Mr. Examiner, of this merger will be a shot in the arm to competition in the business greater than the move made by the Commission to force the Radio Corp. of America to sell the Blue Network.

You have, as I have testified, a situation of three competitors: Radio Corp. of America; CBS, and the Mutual Broadcasting System, in radio. All of them have diversified business interests, including manufacturing, patent development and, in the case of Mutual, an industrial company.

On the TV side, you have three companies: RCA, through NBC; CBS; and DuMont. In TV, they have available to them the resources of a variety of activities. . . .

These four companies in the two fields have available to them important earning power and important working capital. Both radio and television require large amounts of capital. . . .

I think, Mr. Examiner, that if we were living in a theoretical society where everybody starts over, it might be argued that interests in one company might be separated from interests in another. . . .

But, I believe that you have to view this merger not on the basis of a theoretical society, but on the basis of a society that exists today. And if you are a serious student and if you understand the communications business as it is expressed in radio and television, you can come, in my judgment, to no other conclusion but that action by the FCC in this respect will increase competition in a business which is rapidly being dominated by two companies, NBC and CBS. . . .

In conclusion, Mr. Examiner, I can see no reason why this merger should not be approved. I can see every reason from a competitive viewpoint why it should be. It will give to ABC additional working capital, additional showmanship know-how. It will give us the aid of a very competent management. It will bring to us the type of weapons that our competitors enjoy. And, I tell you Mr. Examiner, we have already shown that we can build a company from a small network to an important factor in the business. We can build it from $18,000,000 to approximately $56,000,000 a year. And with the added weapons that this merger would give us and the help of Mr. Goldenson and his abilities, Mr. O'Brien and Mr. Weitman, the working capital of the combined company, and the earning power, I can testify with great assurance that NBC and CBS would find real competition on their hands when the FCC approves this move.

AWAITING their turn to testify at FCC hearing on merger of ABC with United Paramount Theatres Inc. are ABC executives (l to r): Robert E. Kintner, president; Robert H. Hinckley, Washington vice president; Edward J. Noble, chairman. Seated with them is Leonard H. Goldenson, UPT president (r).

LARGE SCREEN TV

UPT Not Too Optimistic

NOT TOO optimistic about the future of theatre TV are United Paramount Pictures officials. Bearish attitude was apparent in testimony of Leonard H. Goldenson, president of UPT, and John Balaban, president of UPT subsidiary Balaban & Katz theatre chain, during FCC Paramount hearing during last two weeks [B•T, March 17].

Until the FCC rules on channels for theatre TV, UPT can't have a policy, Mr. Goldenson declared. He stated that UPT will continue to experiment with theatre exhibitors' version of large screen TV, but they will be on a local level. UPT has no plans to program for theatre TV, he said. He also disclosed that UPT has withdrawn from theatre-TV hearings, now scheduled to begin May 5, but company continues to be member of National Exhibitors Theatre Television Committee (NETTC).

He said, in answer to a question, that UPT has no thoughts of establishing film-less, theatre TV-only theatres.

Theatre TV 'Incidental'

Theatre TV is incidental to theatre exhibition, Mr. Goldenson emphasized. In his opinion, theatre TV will be used to fill the "house" during off-hours, when normally the theatre is dark, he said.

Mr. Balaban had even greater misgivings. Experiences with Balaban & Katz theatre TV were none too good, he said. He pointed out the only profits made in the 50-odd programs shown in the four Chicago area theatres were from the 1951 Robinson-Turpin fight. Tivoli Theatre made $1,212.98; the Uptown Theatre, $1,642.04. Total losses amounted to $50,323.88 [B•T, March 10].

UPT invested $235,217.72 in 10 theatre TV installations, Robert H. O'Brien, secretary-treasurer of the theatre company, disclosed. RCA instanteous equipment is used in six of the theatres, Paramount intermediate-film equipment in three. The Paramount Theatre in New York is fed directly from Paramount Pictures' laboratory in the same building.

Mr. Goldenson reported that four more RCA installations are going into UPT theatres in Buffalo, Omaha, Salt Lake City and San Francisco. UPT has 10 additional RCA installations on order, but has not yet decided where to put them, he said.

A map of theatre TV installations in the U. S., included in the UPT exhibit, showed that the following 69 cities were so equipped (number of installations in each follows names of cities):

New York, nine (one owned by UPT); Chicago, five (four owned by UPT); Pittsburgh, four; Baltimore, Richmond, Washington, Cleveland, Detroit, Los Angeles, three (two in Detroit owned by UPT); Boston, Philadelphia, Milwaukee, Minneapolis-St. Paul, St. Louis, two (two in Minneapolis-St. Paul owned by UPT); Natick, Providence, R. I.; Asbury Park, Rutherford, Camden, N. J.; Miami, Fla.; Albany, Buffalo, Binghamton, N. Y.; Erie, Chester, Pa.; Toledo, Cincinnati, Ohio; Indianapolis, Gary, Hammond, Ind.; Memphis, Tenn.; Kansas City, Mo.; Lawrence, Kan.; Denver, Col.; Santa Barbara, Huntington Park, San Bernardino, Calif. (one in Hammond owned by UPT).

Network Competition

(Continued from page 61)

605. In 1951, network made a profit of $368,943.

● Losses in operation of TV network and O&O stations were $1,737,562 in 1948, $4,544,545 in 1949, $1,972,568 in 1950, $742,369 for eleven months of 1951. Mr. Kintner observed that the going-on-four-year-old TV freeze has had a "deleterious" effect on ABC in that it has been unable to sign up strong enough list of exclusive affiliates—since number of TV stations remained constant at 108.

● In eight years of its operation, ABC has spent $17.5 million in improving its facilities (of which $6,079,000 was for radio, remainder for TV). Network proposes to spend $3,745,000 more first half of 1952, mainly for TV. Mr. Noble, Life Saver Corp. executive, bought ABC in 1943 for $8 million.

PUBLIC service series, *Presidential Timber*, designed to give each declared candidate for Presidential nomination a chance to present his case, will begin April 4, 10:30-11 p.m., on CBS-TV. Program will be weekly feature until conventions in July.

THEATRE TV TEST

Programs Are Considered

"SOME programs are under active consideration" for a springtime series via theatre television, Nathan L. Halpern, head of Theatre Network Television, has announced, "but nothing is final pending the completion of full arrangements."

TNT had been reported lining up a series of eight major events, some of a frankly experimental nature, for telecasts to some 61 theatres throughout the country starting this month.

Previous TNT policy of presenting only sports events via large-screen TV has not precluded, Mr. Halpern admitted, an interest in "some fine entertainment," such as the Metropolitan Opera's production of "Carmen" with Rise Stevens. It was understood that TNT was interested only in fine entertainment that could be presented in its entirety, however, and that some forms—such as Broadway musical comedy—might be considered unsuitable. The organization had been reported as planning telecasts of "Two on the Aisle," musical starring Bert Lahr and Dolores Gray, but that show was scheduled to have closed Saturday to go on the road.

Many Problems Remain

Many problems remain before a single presentation can be lined up with certainty, however, among them clearance from labor unions which have sought special fees for their members, and lining up a sufficient number of participating theatres to make it profitable. Last word from TNT spokesmen indicated that about 35-40 theatres were equipped for large-screen telecasts, a number that has steadily increased to a recently reported 65 film houses. The head of TNT refused comment on exact statistics, however, reserving his statements for testimony at the FCC on feeder TV channels, which are due to start May 5.

Steady programming for theatre TV has always been the TNT goal, Mr. Halpern said, when the field is ready for it, but the lists of programs said to have been tentatively scheduled—about one a week for seven weeks—included events, he said, that had been eliminated from consideration.

Besides "Carmen" and "Two on the Aisle," the list included middleweight championship between Sugar Ray Robinson and Bobo Olson from San Francisco, March 6; National Invitation Basketball Tournament semi-finals from Madison Square Garden, March 13, and finals, March 20; Golden Gloves finals from the same site, March 24; Olympic Games basketball finals from the Garden, April 1, and the annual Easter stage production from Radio City Music Hall, April 13 and 14. All the attractions except the three basketbal dates were reported as exclusive on television to TNT.

INDIANAPOLIS is going CRAZY over TV-all over again!

This time it's because WTTV in Bloomington, Indiana, boosted its power to 35,000 (ERP) and further improved station and transmitting facilities to bring TV enjoyment to thousands of additional set owners in the Hoosier state.

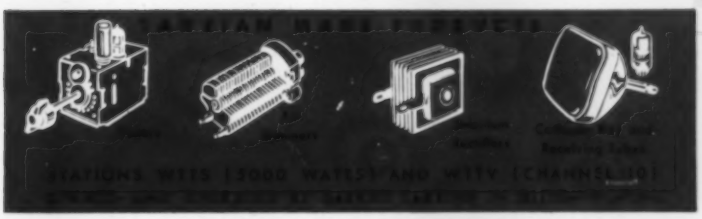
By train . . . truck . . . and plane, antennas are being shipped into Indianapolis, but dealers and distributors aren't able to keep up with the demand. In the Indianapolis area alone, it is estimated there were something like 20,000 Channel 10 antennas sold in a two-week period! That was just before WTTV televised the Indiana-Illinois basketball game on Feb. 18. You know how Hoosiers like their basketball! And, set owners all over central and southern Indiana are writing in to tell how much they like the LIVE programming on WTTV.

Affiliated with NBC • CBS • ABC and DUMONT networks.

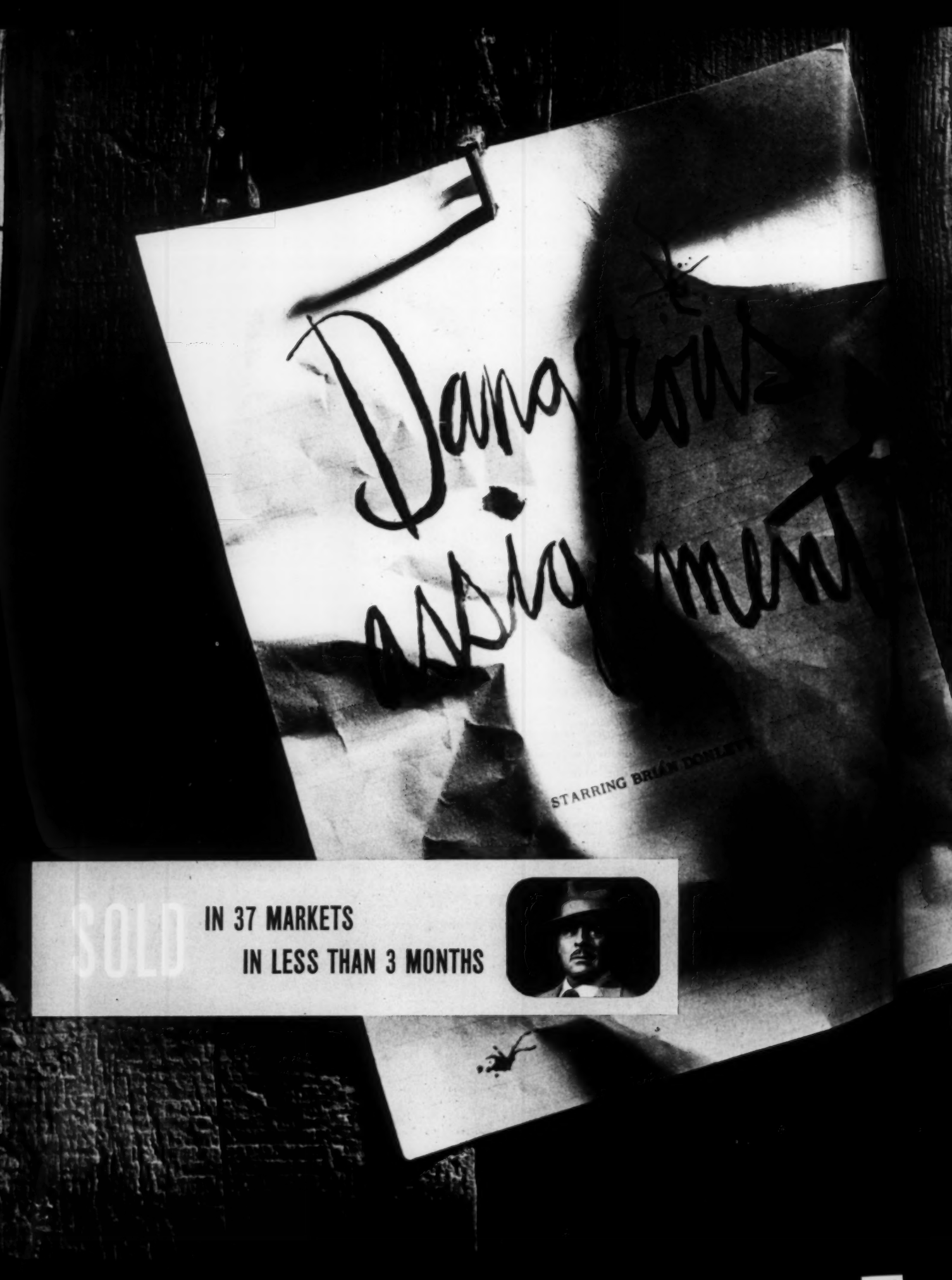
WT TV

STATION WTTV (Channel 10) and **WTTS** (5000 watts) owned and operated by **SARKES-TARZIAN** in Bloomington

You'll be downright amazed when you hear the whole Bloomington story. It's fantastic!



Call Bob Lemon, Station WTTV
Bloomington, Indiana
or
Your nearest MEEKER office
NEW YORK • PHILADELPHIA • CHICAGO
SAN FRANCISCO • LOS ANGELES


STARRING BRIAN DONLEVY
SOLD
IN 37 MARKETS
IN LESS THAN 3 MONTHS

DANGEROUS ASSIGNMENT's first play-date was January 6, 1952. Immediately, the rush was on!

DANGEROUS ASSIGNMENT was snapped up by top, TV-wise advertising agencies: B.B.D. & O., Leo Burnett, Campbell-Ewald, Campbell-Mithun, Kenyon & Eckhardt, McCann-Erickson . . .

TV-experienced advertisers — national & local — lost no time getting in on Dangerous Assignment — such sponsors as Chevrolet Dealers, Durkee Famous Foods, Crosley Appliances, Master White Bread, Nashville Pure Milk Co., Pontiac Dealers, Piel's Beer, Sinclair Oil.

From coast (Boston, New York, Miami) *to coast* (Seattle, San Francisco) *and from the Great Lakes region* (Detroit, Chicago, Minneapolis) *to the Gulf* (New Orleans, Houston) . . . Dangerous Assignment is selling products for its sponsors.

THE RESULT: by February 28th Dangerous Assignment was sold in 37 out of 63 television markets. And the others are going — *fast.*

YOU MUST ACT FAST TO SECURE THE EXCLUSIVE IN YOUR MARKET ON ONE OF THE GREATEST TV BUYS AVAILABLE TODAY . . .

Adventure, mystery, action, chair-edge excitement—continuing the famous NBC radio show that held 3,500,000 homes spellbound. And now holds its TV audiences right through the story and your commercial.

Audiences: Here are sample ARB-TV ratings that tell the story of its pulling power: Boston, 16.9 (Jan. 8); Detroit, 23.3 (Jan. 13); San Francisco, 23.8 (Jan. 12).

Planned for five (5) product identifications including three full-length commercials for your product—to make sales for you.

Fast-moving, exciting complete story in each program. And 39 Assignments will be produced during 1952. Brian Donlevy stars throughout.

Top Star of screen, stage and TV, Brian Donlevy is the two-fisted adventurer "Steve Mitchell"—on Dangerous Assignment for his government.

Hollywood-produced—with top writing, direction, production and a fine supporting cast.

Lure of the exotic, the sinister, the perilous. Cairo, Siam, Iron Curtain countries . . .

Lure of a big-name, big-time TV network caliber show, produced for TV by TV people—for exclusive local showing at local cost.

PHONE, WRITE OR WIRE FOR COMPLETE INFORMATION—PRICES, RELEASE SCHEDULE AND SPECIAL AUDITION FILM

NBC-TV FILM SYNDICATE SALES

30 Rockefeller Plaza, New York 20, New York

NBC-TV ECONOMY

Budget Surveys Ordered

AN ECONOMY movement was in progress at NBC last week, aimed at trimming the second-quarter overhead in television operations and attributed primarily to slowness of new TV sales plus the prospect of some TV cancellations.

Each department is being instructed to survey its budgets and reduce manpower wherever possible, spokesmen reported. They said late last week that no personnel cuts had actually been made as yet, however, and that no precise overall formula had been prescribed for reducing budgets.

Among NBC-TV's major disappointments in the sales field has been the slowness of sponsors in buying into the network's costly *Today* show (Mon.-Fri., 7-9 a.m., EST and CST) and its afternoon *Ralph Edwards Show*, currently seen three days a week (Mon., Wed., Fri., 3:30-4 p.m.). Latter due for expansion to five days effective March 31 with the cancellation of General Electric Co.'s Tuesday and Thursday *Bill Goodwin Show*.

D. C. TV Service Code

DESIGNED to curb unethical TV set repair practices, a set service code is being considered by the District of Columbia Licensing Committee and hearings may be called, it was reported last week. Move is said to be supported by Television Assoc., organization of local sales and service groups.

WASHINGTON Automotive Trade Assn., Washington, D. C., has passed resolution honoring WWDC that city for part it played in 1952 auto show.

WOW-TV

leads the way in Midwest Television

★ WOW-TV serves one of the fastest growing TV markets in the United States.

★ Every day an average of 125 families is added to the WOW-TV audience.

★ Present total now well over 123,000 sets!

★ Low-cost, high-rated participations now available.

Wire or telephone your nearest John Blair-TV office or Fred Ebener, Sales Manager.

WEbster 3400

WOW-TV

Channel Six

A MEREDITH STATION

OMAHA

FRANK FOGARTY, General Manager

Mr. Oberlin (l) relays a viewer's question to Governor Wetherby ➤

ABC Economy Cut

JAMES S. POLLAK, television program manager at ABC Central Division, leaves his post May 1 as a result of the network's economy drive which is hitting hard all owned and operated stations. His work is expected to be taken over by members of the present TV production team. Mr. Pollak, who will be in Chicago through the NARTB convention, has been in that city since October, when he was transferred from ABC's key station, WJZ-TV New York, where he was program director. He is former program manager of WPIX (TV) New York, and worked in Hollywood as assistant to the vice president of RKO Pictures.

Littlejohn to CBS-TV

FRANCIS N. LITTLEJOHN Jr., former news supervisor of NBC, has been named managing editor for CBS Television News, Sig Mickelson, director of news and public affairs, announced Thursday. Prior to joining NBC, Mr. Littlejohn was night editor of the Associated Press Carolinas bureau from 1943-1945. He served with the U. S. Air Force in 1943. Before that he was AP wire editor in Charlotte, N. C., and sports writer and copy editor for *The Charlotte Observer*.

POP.: 7,000

But KAYL Seeks TV

CAN a town without a daily newspaper and with a daytime-only radio station support a television outlet? The Cornbelt Broadcasting Co. thinks it can.

It applied last week for a UHF station for Storm Lake, Iowa.

The town has a population of less than 7,000; Buena Vista county, a population of a little more than 21,000. The county has 314 retail stores. Storm Lake has two weekly newspapers with a combined circulation of 8,063.

Cornbelt Broadcasting Co. operates KAYL-AM-FM, a daytime station. The station had a profit last year of $14,414.54 before taxes. In January of this year its profit was $1,474.70.

The TV station would cost about $160,000. No guess was made as to what the yearly operating costs and revenue might be. It would be on Channel 34 (590-596 mc) with an effective radiated power of 18.3 kw visual, 9.15 kw aural.

The grade A contour would give TV service to about 14,500 people. The grade B contour would serve about 71,000 people; covering 1,809 square miles, it was estimated.

General Manager J. I. McCord said the proposed TV station would broadcast network and local programs live.

WHAS-TV SHOW

Governor Answers Queries

WHAS-TV Louisville's *What's Your Question* made news when its guest, Gov. Lawrence W. Wetherby, took a public stand for the first time in three matters of state-wide importance.

Gov. Wetherby was answering questions of WHAS-TV viewers, phoned to Richard Oberlin, news director, and Alice Watkins, newswriter.

Kentucky lies partly in the eastern time zone, partly in the central. A heated controversy takes place yearly over daylight saving time. Gov. Wetherby took a stand in favor of EST. He also indicated that a change would be made in the law making six the required school-beginning age, and that he "would not recommend" any new taxes.

Other listeners wanted to know what type of plugs the governor used in catching bass, why wasn't a traffic light put up on a particular stretch of highway and whether there would be additional state aid for education.

In all, the governor answered 83 of 130 telephone questions aimed at him during the half-hour program. Police chiefs, safety engineers and health authorities also have appeared on the program.

TV SALES IN CANADA

Purchases Are Increasing

SALES OF TV receivers jumped 24% in January compared to January 1951, according to the Radio-Television Mfrs. Assn. of Canada. TV set sales in 1951 were up 37% over 1950 sales. Sales in January 1952 totalled 4,859 units valued at $2,464,302, up from 1,050 sets valued at $485,227 in January 1951. Most of the sales were in southern Ontario, close to Detroit and Buffalo. TV set sales in 1951 totalled 40,615 units valued at $21,237,442 compared with 29,611 units in 1950, valued at $12,858,083.

Manufacturers had hoped to sell 50,000 TV sets last year, but increased excise taxes from 15 to 25% and credit restrictions placed into effect early in 1951 cut into sales possibilities. Radio set sales in Canada in 1951 totalled 557,097, valued at $50,353,692, as compared to 758,619 sets sold in 1950 valued at $59,159,854. Imports of radio sets in 1951 totalled 46,500 as compared to 44,124 in 1950.

ILL. TV HASSLE

U. of Ill. Debates IL

SECOND outline of their mutua television proposals was made i Chicago March 13 by board mem bers of the U. of Illinois and of cials of the Illinois Broadcaster Assn. The latter group opposes op eration of a VHF station by th university, which has the only VH channel allocation for south centra Illinois.

IBA President Charles C. Caley WMBD Peoria, appeared for th commercial broadcasters wit Walter Emerson, attorney at AB Chicago, Ray Livesay, WLBH-AM FM Mattoon and Merrill Lindsay WSOY Decatur. University del gation was headed by the school president, Dr. George Stoddar and Board Chairman Park Living ston.

IBA reiterated its stand that th university should do "first thing first," recommending an initial st of experimental television progra production.

Mr. Caley suggested the univer sity establish a TV training cours and set in motion plans for th production of educational televisio programs for use on state TV stations operated commercially with the stations giving free tim for such programming. The amoun of time given, he said, would b contingent on quality. He recom mended the university forego actua transmission.

University plans to operate noncommercial station, provid extensive TV training to student on the Champaign-Urbana campus and release shows to commercia outlets were revealed.

Taylor Is Delegate

DAVIDSON TAYLOR, general production executive, NBC television network, has been named a U. S. delegate to the UNESCO Advisory Committee on Television. Group will meet in Paris April 7-12 to study the use of video in building international understanding. Studies on development of television in the U. S. and use of film materials in video programming are to be presented to the UN Education, Science and Culture Organization by Mr. Taylor.

Reeves Appointed

CHARLES D. REEVES, spot sales film salesman, was appointed Thursday to head the Chicago office of CBS television film sales where he will be assisted by George Lyons. Mr. Reeves previously was with Leo Burnett Co., Chicago, as radio TV timebuyer.

NBC-TV chalks up *Who's Who* entries with the inclusion of Jimmy Durante star of *All Star Revue;* Dean Martin and Jerry Lewis, stars of *Colgate Comedy Hour*, and Sid Caesar and Imogene Coca, stars of *Your Show of Shows*, in recent edition.

CONVENTION FACILITIES

CBS-TV to Match N.Y. Setup

COMMUNICATIONS complete-ess matching that of network eadquarters in New York is lanned by CBS-TV for its instal-ation at national political con-entions in Chicago this July, Sig Mickelson, CBS-TV director of ews and public affairs, has an-ounced.

Network's convention unit will e installed on the second floor of he International Amphitheatre's orth wing, with the CBS-TV news taff—including reporters, broad-asters, editors, technicians, ameramen, film cutters and art-sts—shifting main headquarters o Chicago for the convention overage.

Mechanical facilities to meet any ossible video need will include a aster control unit to centralize arious pickups on or off the con-ention floor, telecine operations o integrate special films and slides ithin the building, teletype print-rs and film-cutting laboratories. Walter Cronkite, chief CBS-TV ews correspondent in Washing-on, will head the convention staff.

NXT (TV) Hollywood's 1½-hour hursday night *Amateur Boxing*, co-peratively presented by station and . A. *Examiner*, is receiving special tation from Amateur Athletic Union.

DISCUSSING advantages of UHF TV at the two-day seminar in Hendersonville, N. C., are (l to r) Fred King, chief engineer, WELI New Haven, Conn.; Kermit Edley, vice president, WHKP Hendersonville; Rudy Frank, WELI promotion manager; B. M. Middleton, WHKP president; Don Gilmore, WHKP treasurer, and William Faber, vice president, Headley-Reed Co., New York. Messrs. Frank and King conducted the seminar [B•T, Feb. 18].

CMQ-TV NETWORK

Opening Is Delayed

POLITICAL unrest in Cuba caused a delay in inauguration of the Interior Network of Circuito CMQ, Radiocentro, Havana, newly formed TV chain consisting of four stations [B•T, March 17]. Ceremonies had been scheduled for March 12 which also marked the 19th anniversary of CMQ and the first official birthday for CMQ-TV, both Havana.

Goar Mestre, director general of the network, announced intention to begin moderate operations last Monday. Program schedule will be increased gradually for the next month and will include kinescopes of shows originating at CMQ-TV. By May 1, it is expected that all Cuba will be viewing programs now seen only in Havana.

Programs will be televised on a rotation basis. Show originating in Havana will be shown in Santa Clara a week later. A week after that, it will be seen in Camaguey and the third week in Santiago de Cuba.

The fourth outlet of the network is located in Matanzas. The station there is able to pick up directly from the Havana outlet for rebroadcast.

CHARLOTTE-ATLANTA LINK

To Open for TV in April

FULL-TIME TV program transmission facilities via radio relay will be inaugurated in April between Charlotte and Atlanta, AT&T Long Lines Dept. announced last week. The new relay link between the two southern cities was opened for telephone service Monday.

With this new link, Atlanta will be able to receive three TV network programs simultaneously — from Birmingham and Jacksonville via coaxial cable and from Charlotte over the radio relay. This will permit the city's three TV stations—WAGA (TV), affiliated with CBS and DuMont; WLTV (TV), an ABC outlet; WSB-TV, an NBC affiliate—to broadcast three programs from the networks at the same time. The new radio relay link will provide one-way TV service southbound from Charlotte to Atlanta.

The 259-mile radio relay link between Charlotte and Atlanta is part of a $6 million project which, when completed, will connect Charlotte and Atlanta with Washington.

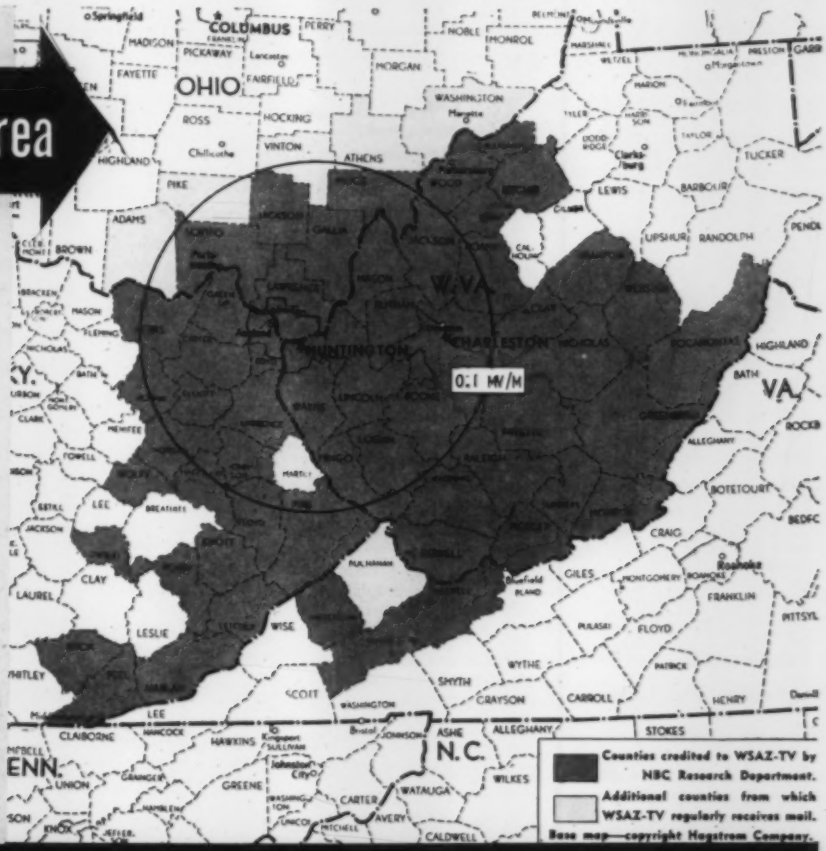
NEW 15-minute weekly news commentary television program, *Washington Close-Up*, has been announced by United Artists Television. Program features Commentator John B. Hughes with background on important news events, plus interviews with Washington experts.

Take a good look at this area

This is the coverage area of WSAZ-TV
It is in an area of
2,000,000 persons*
Here is a market larger than
ATLANTA

WSAZ-TV
HUNTINGTON, WEST VIRGINIA

*NBC Research Department



For more information call . . . THE KATZ AGENCY, INC.

AUTRY SUIT

Judge Requests Briefs

HEARING of Gene Autry's injunction suit to prevent Republic Pictures from releasing his old movies to television came to a sudden halt March 13 after three day's session in Los Angeles Federal Court.

Judge Ben Harrison, hearing the case without jury, gave Attorneys Martin Gang for Mr. Autry and Herman Selvin for Republic a period of 30 days in which to file final and additional briefs supporting their respective arguments.

Mr. Gang on the last day of the hearing presented additional witnesses to reinforce earlier testimony to show that appearance of the cowboy star on TV is an implied endorsement of the products of the program sponsor [B•T, March 17]. Mr. Selvin brought out testimony on the extent of identical advertising in theatres where there is no relationship to the feature picture being shown.

Judge Harrison indicated his decision might await the appellate court ruling on a similar suit brought by Roy Rogers against Republic [B•T, March 10]. At the start of the trial, Judge Harrison made it clear that in his opinion the contractural issues involved, and the case, would be determined on that basis.

SMPTE CHICAGO MEETING

Will Hear Papers on TV

SEVENTY-FIRST semi-annual convention of the Society of Motion Picture and Television Engineers was announced for April 21-25 in Chicago by President Peter Mole in New York Tuesday.

Some 60 papers are scheduled to be delivered during 11 meetings of the spring convention, including talks on color TV, theatre TV, industrial TV, three-dimensional effects, educational films and sound recording. Convention will start with a luncheon in the Drake Hotel April 21.

TV Cartoonists

HAVING become full-fledged members of recently formed IATSE Cartoonists Local 839, some 360 cartoonists employed by United Productions of America, Walt Disney Studios, Warner Bros. Studios, Lantz Studios and MGM are preparing to negotiate a new bargaining contract with those firms. It will replace one held by Screen Cartoonists Guild of which they were formerly members and which expired Jan. 1.

film report

INCORPORATED for $100,000, a new Hollywood firm, **George Bagnall & Assoc.**, has been formed to produce and distribute feature motion pictures for television.

Firm is headed by five motion picture and radio-television executives as equal partners. They will establish offices within the next week when officers are to be announced.

Principals in enterprise are **George L. Bagnall** for 11 years vice president in charge of production for United Artists; **Jack O'Loughlin,** midwest division manager of United Artists for 13 years; **Pat Campbell,** former vice president in charge of station and public relations of Don Lee Broadcasting System for eight years and prior to that western division general manager of World Broadcasting System; **Ken Hodkinson,** owner-operator of Oregon motion picture theatres; **Fred Lindquist,** midwest sales representative for United Artists and prior to that General Electric Co. radio equipment distributor in the Midwest.

* * *

Murphy - Thomas Productions Inc., Hollywood, headquarters at General Service Studios, newly formed by **Stanley Murphy,** associate producer Telemount Pictures' *Cowboy G-Men*, TV film series, and **Roscoe C. Thomas,** film writer, to produce 13 half-hour TV film series, *Frontier Detectives.* Films to deal with efforts to combat crime in early days of frontier settlements.

* * *

Executive positions and titles for the recently expanded **Ted Baldwin Inc.,** TV producers, were announced last week as follows: **Mr. Baldwin,** president and general manager; **John R. Markey,** vice president, assistant to the president in charge of sales; **Charles B. Tranum,** vice president, executive producer; **James Clavell,** executive director of domestic production; **Alex D'Arcy,** director of TV film production abroad for United States consumption; **Arthur Tracy,** director of program development.

Mr. D'Arcy left last week for Europe where a complete crew and shooting facilities are available to go into immediate TV film production in France and Italy. Mr. Markey, meanwhile, was in Hollywood to complete live show and film series negotiations and to set up representation for the firm on the West Coast.

* * *

Sterling Television Co., New York announced last week the formation of a separate Stock Shot Division, to be headed by **Richard Carlton,** former National Screen Service advertising executive.

The division will draw on Sterling's two million feet of general film for specialized backgrounds, with emphasis to be put on footage adaptable for sports, news, commercials and live show use. Now available to TV producers and advertising agencies, the library will also be used in the future to service TV stations on a contract basis.

TV FILM BUDGETS

Quality and Costs Cited

BUDGET restrictions in TV production group all films into one basic price category as opposed to the motion picture industry which classifies them according to costs.

So declared Sid Rogell, vice president of Jerry Fairbanks Productions, Hollywood, in pointing out differences between video and movie film production.

"Costs, broadly speaking, are the same for a good show as for a bad one," he continued. "There are no 'A' and 'B' budgets in TV films, only 'A' and 'B' quality pictures."

The former head of RKO Studios predicted that "TV will revive the art of story telling. Station time is becoming more expensive and difficult to obtain and producers are challenged into getting stories on the screen rapidly and succinctly."

Production . . .

Production on the first of a series of 13 quarter-hour television films featuring outstanding actors in readings from well-known literary works was started Wednesday, according to **Walter Lowendahl,** executive vice president of **Transfilm Inc.,** producers of the series.

First film presents **Basil Rathbone** reading Robert Louis Stevenson's short story, "The Sieur De Maletroit's Door," which will be followed by **Boris Karloff** in Edgar Allen Poe's "Tell-Tale Heart," **Madeleine Carroll** in Guy De Maupassant's "Diamond Necklace," and **Burgess Meredith** in a selection from Herman Melville's "Moby Dick." Actors will share earnings of the series on a royalty basis, it was indicated, with extra income possible in the use of the sound track on radio and records.

Series is being supervised by

(Continued on page 81)

MULTIPLE TV

Fifth Group Supports

ONE PERSON should be allowed to own as many TV stations as AM outlets—seven—according to a petition filed with the FCC by a group of Mountain States broadcasters. The seven can be all VHF or all UHF, they say.

The petition was filed by KOPR Butte, Mont.; KGEM Boise, KIFI Idaho Falls, KWIK Pocatello and KLIX Twin Falls, Ida., and KUTA Salt Lake City.

This group is the fifth generally to support the petition filed in January by NBC asking for extra UHF channels in addition to five VHF. DuMont, ABC and the Film Industry Co. endorsed the NBC proposal with minor variations. Only opposition has come from KIEM Eureka, Calif., and WVVW Fairmont, W. Va. [B•T, Feb. 18].

The Montana-Idaho-Utah group said there are about 2,300 AM stations on the air with 100 more under construction, and point out that leaders in the broadcasting-telecasting field predict 2,500 TV stations within a few years.

Providing that competition would be fostered by one entity owning seven stations, they say their plan would not monopolize channels and would actually encourage TV. They explain that a licensee with seven 50-kw AM stations is not in the same competitive position as the owner of seven 250-w outlets; but under the proposed FCC TV rules all TV stations will be allowed equivalent power.

NBC PROMOTES TWO

Names Rayel and Fuller

JOHN F. RAYEL, supervisor of talent program procurement for NBC, has been named supervisor of NBC-TV package program sales, and John G. Fuller, manager of TV sales promotion for NBC, has been appointed supervisor of program sales development, George H. Frey, vice president in charge of network sales, announced last week.

Mr. Rayel was formerly with DuMont Television Network, first as producer-director, later as daytime program manager and finally as assistant program director.

Mr. Fuller, before joining the network in 1949, was with Hile-Damroth, engaged in preparing TV commercials.

Both are to report to Ruddick C. Lawrence, director of sales and development.

LUCILLE BALL, star of CBS-TV *I Love Lucy*, named "Comedienne of the Year" by National Assn. of Gag-writers.

RANGERTONE
BEST FOR TV FILMS
USED BY
GOTHAM RECORDING COMPANY
2 West 46th Street, New York, New York
SYNC-SOUND
RANGERTONE
73 WINTHROP ST. NEWARK 4, N. J.

ANIMATED AND LIVE ACTION TV FILM SPOTS
20-Second and 1 Minute
TELESCRIPTIONS
823 VICTOR BLDG.
WASH., D. C.
Sterling 4650

SENATE FEUD

Benton's Answer on CBS-TV

FEUD between Sens. Joe McCarthy (R-Wis.) and William Benton (D-Conn.) was scheduled to receive a footnote on Edward R. Murrow's *See It Now* on CBS Television yesterday (Sunday).

Tangle arose when Sen. McCarthy appeared on the program the previous week and answered questions asked by Mr. Murrow. Sen. McCarthy was queried on what should be done about the "protection of the rights of an individual citizen who may be called before a congressional committee" and on how he felt "on the subject of congressional immunity."

Sen. McCarthy asserted Sen. Benton used "congressional immunity to smear McCarthy" before a congressional committee. Sen. Benton was sponsor of a Senate resolution to expel the Wisconsin Senator from the upper chamber. Sen. Benton testified on his resolution before a Senate Privileges and Elections subcommittee.

In his Senate speech, Sen. Benton said "Mr. [Stan] Allen, my assistant, who saw the television program which precipitated my speech of today, immediately upon its close telephoned the Columbia network. He told Mr. Fred Friendly, producer of *See It Now*, that he expected the program to reply in its next Sunday broadcast to the inaccurate statements of the junior Senator from Wisconsin. I trust they will reply."

Subsequently, it was learned, Mr. Murrow agreed to comment on the statements made by Sen. McCarthy and also to confront Sen. Benton, who was slated to appear on the Sunday program, with the same questions asked the Wisconsin Senator.

During his speech, Sen. Benton said: "I have been equally distressed by the tendency . . . of trying to intimidate persons and organizations, including the press, periodicals and individual writers and broadcasters. This intimidation has sadly met with some degree of success. Efforts of reprisal have been made against some who have dared to print, write, or speak critically—and honestly, as they saw fit."

GE CUTS TV PRICES

RCA Says It Will Hold

GENERAL ELECTRIC last Tuesday cut its list prices on television sets $20-90. The company did not give a reason for the price reductions.

However, it was speculated that reductions in prices by GE and similar cuts which may follow elsewhere were the result of large inventories.

But it also was noted that RCA Victor Div. said it has no intention of reducing prices of its sets in the near future and that factory and distributor inventories are low.

CBS-TV officials welcome Craig Lawrence (second from l), new general manager of WCBS-TV New York. In group are (l to r) Merle Jones, vice president in charge of stations and general services; Mr. Lawrence; William B. Lodge, vice president in charge of engineering, and William Golden, creative director, advertising and sales promotion department.

Climb to Fame

AN impulsive, 30-year-old news vendor, Wayne Dingledine, a war veteran, let his impulses get the better of him March 14 and scaled WHAS-TV Louisville's 600-ft. tower, reaching the 560-ft. mark when firemen, rushed to the rescue, coaxed him to the 150-ft. level where they had stationed themselves. WHAS-TV covered the ascent from the 12-bay antenna with camera and showed a film in a re-telecast later that evening. WHAS radio, meanwhile, recorded description of the man's agility. His climb was made in 1½ hours, WHAS reported.

WFMY-TV NABET VOTE

Union Loses Five-to-One

TECHNICIANS of WFMY-TV Greensboro, N. C., voted five-to-one against representation by National Assn. of Broadcast Engineers & Technicians (CIO) in an election held under supervision of the National Labor Relations Board. The election was conducted by Lewis Wolberg, examiner from the Winston-Salem, N. C., regional office of NLRB.

Balloting was on the question whether NABET should be certified as collective bargaining representative of the engineers. In announcing the results, Gaines Kelley, general manager of the station, said Mortimer H. Freeman, Atlanta attorney, represented the station in its labor matters.

NBC TV CENTER

Work Starts on New Unit

WITHOUT fanfare or ceremony, NBC has broken ground for the first two-studio unit of its proposed new $25 million Television Center in Burbank, Calif. Actual construction is expected to get under way during the first week in April.

Besides studios seating 500 persons each and measuring 140 by 90 feet, the unit will contain several auxiliary buildings and occupy about five acres of ground. It is scheduled for use by Oct. 1 to accommodate the fall TV season. Auxiliary building will include rehearsal halls, carpenter, wardrobe and paint shops. Cost of entire unit is estimated at $2.7 million.

NBC last year purchased approximately 49 acres of land from the City of Burbank and Warner Bros. for more than $1 million [B•T, Dec. 24, 1951] and made application to the National Production Authority for materials and go-ahead to build. NPA turned down the application, but upon reconsideration in early March granted NBC authorization [B•T, March 10].

Located between Warner Bros. and Walt Disney Studios, the two-studio project will be functional in design, incorporating every known engineering advancement, it was said. Additional studios and executive offices will be built later on the property to complete the NBC Television Center.

The Burbank unit will complement the network's present TV Hollywood studios which includes NBC Television Theatre, formerly El Capitan Theatre, and Studio D in Hollywood Radio City, converted from radio to television last summer.

KFMB TV Channel-8

SAN DIEGO'S 1st and Only TELEVISION STATION blankets CALIFORNIA'S THIRD MARKET

The AIRCRAFT INDUSTRY is BIG BUSINESS in SAN DIEGO!

Employment Increased 42% During the Twelve Months Ended Dec. 31, '51

When 31,724 Persons were at work at 4 major Aircraft Plants

Wise Buyers BUY KFMB

For More Business!

KFMB-TV Channel 8

KFMB-AM 550 K.C.

John P. Kennedy, Board Chairman
Howard L. Chernoff, Gen. Mgr.

book reviews . . . .

MR. PRESIDENT by William Hillman. Published by Farrar, Straus & Young, 101 Fifth Ave., New York 3. 253 pp. $5.

I want the people to know the Presidency as I have experienced it and I want them to know me as I am.

THIS is the reason for *Mr. President*, according to the flyleaf, for the issuance at this time of Harry S. Truman's personal diaries, letters and memoranda.

This veritable thesaurus of private papers, compiled by Mr. Hillman, MBS White House correspondent, is liberally sprinkled with references to radio and the press. It also is saturated with over 60 colored photographs of Mr. Truman taken by Alfred Wagg.

Mr. Truman approaches radio and television from the vantage point of public figure, performer and listener-viewer. With respect to the performer, he is not inclined to be charitable to some segments of broadcasting and press, declaring in one note:

"Now I have no bitterness in my heart against anyone—not even the bitter opposition press and its henchmen, the paid columnists and managing editors and the bought and paid for radio commentators. . . ."

He alluded to a campaign of "vilification, misrepresentation and falsehood" which, he implied, was successful in electing a "bitter opposition Congress."

He adds: ". . . The people do not believe in the kept press and the paid radio and . . . they have no patience with the man who lets a poll be his conscience."

At another point, Mr. Truman also dwells on the problems of radio addresses and speech-making.

While speaking without notes, the President is effective, Mr. Hillman notes. Mr. Truman himself explains that when he reads a speech "I feel strained."

On one occasion, in acknowledging a friend's frankness on his radio delivery, Mr. Truman remarked: "I don't think there is anybody in the country who had as rotten a delivery as I did to begin with, but thanks to good friends like you, who have been honestly helpful in their criticism, I think there has been some improvement. . . ."

Mr. Hillman, who should know, comments: "No President has ever benefited more or suffered more from speechmaking than Mr. Truman."

Mr. Truman also likes radio and TV, too. Of a train trip to Philadelphia he muses: "Television sets at both ends of trip. No privacy sure enough now."

Mr. Truman also recalls his days in the Senate when he appeared before the FCC to discuss "what I thought was the proper way of handling applications for radio stations."

Later in the book he stresses the urgent need of technicians in the U. S. and possibility of establishing an engineering school (like West Point or Annapolis) to educate men for government service.

The Chief Executive's biographer, Mr. Hillman, formerly was a commentator for NBC and ABC as well as foreign editor and associate editor of *Collier's* magazine. He has divided *Mr. President* into sections dealing with problems of the Presidency, Mr. Truman's interest in history, his diaries and private papers, his ancestry, his philosophy and hopes for the future.

SUCCESSFUL PRIZE CONTESTS by Lester M. Cone Jr. and Zenn Kaufman. Published by Prentice Hall Inc., 70 Fifth Ave., New York 11. 567 pp. (No price given).

THIS work is designed as a practical guide for each step in the planning and running of a successful trade or consumer contest. The authors draw liberally on their own experiences. Mr. Cone is merchandising account executive with McCann-Erickson and Mr. Kaufman is merchandising director for Philip Morris & Co.

The authors offer first-hand information on why people enter contests, interest-stimulating themes, effective prize strategy and promotion techniques and guides on rules and awards. The book includes over 40 case studies of successful contests.

* * *

RADIO AND TELEVISION RECEIVER TROUBLESHOOTING AND REPAIR. By Alfred A. Ghirardi and J. Richard Johnson. Rinehart Books Inc., 232 Madison Ave., New York 16, N. Y., 822 pp., $6.75.

WHILE theory is treated generously when needed, the emphasis of this book is on the application of servicing radio and television receivers. Primary purpose of the book is to supply all necessary knowledge in a course of practical servicing instructions.

More than 400 simple illustrations help explain what, how, when and where receiver troubles are traced and repairs effected. A basic knowledge of electricity, electronics and receiver circuitry is needed to get the most from this text. More than a decade has passed since the first publication of the previous single-volume edition of this series, originally called *Modern Radio Servicing*, by Mr. Ghirardi.

* * *

THE RECORDING AND REPRODUCTION OF SOUND by Dr. Oliver Read. Howard W. Sams & Co., 2201 E. 46th St., Indianapolis 5. 790 pp. $7.95.

DR. OLIVER READ, editor of *Radio & Television News*, has compiled a complete reference book on all phases of audio operations. It will be of interest especially to sound engineers, high-fidelity enthusiasts, radio-TV stations and recording studios.

A partial list of contents includes behavior of sound waves, basic recording methods, microgroove recording, public address systems, AM and FM tuners and speech input systems. The text is written at a practical level, yet includes essential technical data in mathematical form to cover the subjects adequately.

* * *

SCHOYER'S VITAL ANNIVERSARIES FOR 1952. By Will and Maxine Allen Schoyer (editors). Published by Bureau of Business Practice, National Foremen's Institute, New London, Conn. Fifth Edition. 176 pp. $4.50.

THIS book is described as "a unique, authoritative and fact-full volume" placing at the fingertips of professional workers anniversaries and historical items for news purposes. The volume is divided in three sections—daily, yearly and war anniversaries—and is designed for use by radio-TV station directors, commentators, columnists, editors, advertising agency executives and others "whose job means communicating by mouth or pen." Separate indices for each section appear in the back of the volume. Also included are a series of illustrations. *Vital Anniversaries* originally was published in 1948 by Will Schoyer & Co.

* * *

HOW TO GET RICH IN WASHINGTON By Blair Bolles. Published by W. W. Norton & Co., 101 Fifth Ave., New York 3. 309 pp. $3.75.

THIS book is subtitled, "Rich Man's Division of the Welfare State." It is, in the author's words, "a history of political decay." Much of what Mr. Bolles has written and documented already has appeared in the news but this book combines political scandals into a picture of "the friendship principle ruling the roost."

FCC comes in for criticism from Mr. Bolles' pen. Writing of bookmakers and other professional gamblers using telegraph facilities, Mr. Bolles says FCC "inertly accepts this threat to security. It shares the general tolerance."

Purpose of the book is to "draw attention to the erosion of the ideal of public responsibility in the federal government since World War II. It was written to excite interest in the crisis of our Republic resulting from that erosion, not to purvey sensations for their own sake."

New Business

(Continued from page 12)

tablets), appoints Yambert-Prochnow, Beverly Hills. Radio and TV will be used.

M. JACKMAN & SONS, L. A. (men's clothing), appoints McNeill & McCleery, Hollywood. JERE BAYARD is account executive.

SUPERIOR OPTICAL Co., L. A., appoints Hixson & Jorgensen, that city. Radio is being used.

HOUSE OF GLOSS, Chicago (Siligloss protective coating for cars), appoints Burlingame-Grossman, that city. SID BRICHTA is account executive.

Adpeople . . .

HAROLD R. DEAL, manager; J. VANCE BLACKMAN, art director, ELMER THUENER and JACK SHAW, assistants, all members of advertising and sales promotion department of Tide Water Oil Co., S. F., cited by company in recognition of continuous employment.

MORT BLUMENSTOCK, vice president in charge of advertising and publicity, Warner Bros. Pictures, N. Y., transfers to Burbank, Calif. office.

KLIX
IS KLICKIN'

RADIO STRONG

In TV Homes—Advertest

RADIO is equally as strong in television homes as in non-TV homes, according to Advertest Research, which scheduled release of its report on its first study of "The Radio Audience of Today," for today (Monday).

Study was based on 1,036 family interviews conducted in the New York metropolitan area.

It found that 68% of all homes had a TV set plus a radio, 30.6% had radio only and 1.4% were without a radio in operation. Other figures: TV homes have an average of 2.52 working radios; radio-only homes have 1.97, and 70.7% of all homes have two or more working radios.

Tables below show percentage breakdown of radio listening in TV homes and non-TV homes, according to locations within the home:

Location and Percentage Of Working Radios in New York Area Homes

Bedrooms	55.6
Kitchens	55.4
Living Rooms	70.0
Misc. Rooms	23.5

Hours When Radio Used Most

	Radio-TV Homes		Radio-Only Homes	
	6 a.m.-noon	Noon-6 p.m.	6 a.m.-noon	Noon-6 p.m.
Kitchen	49.2	31.7	29.0	16.7
Living Room	25.6	22.6	36.3	31.2
Bedroom	12.3	6.2	12.9	10.1
Misc. Room	4.3	4.1	6.3	3.8
None	8.6	35.5	15.5	38.2

Lorillard's New Kents

P. LORILLARD Co. last week introduced its newest product, Kent cigarettes, to be serviced by Young & Rubicam, New York [B•T, March 17]. In introducing the new cigarette at a luncheon Wednesday in New York, Robert Ganger, executive vice president of Lorillard, explained that although the product at present has distribution only in New York, Chicago and Los Angeles, it eventually will be distributed nationally.

EMMETT J. HEERDT Jr. (c), sales manager of WEEI Boston, completes arrangements with Marshall Duane (r), advertising manager, First National Stores, Boston, for a 21-spot participation in the *Food Fair* program, aired Mon.-Sat. 9:30-9:45 a.m. Mrs. Heloise Parker Broeg (l) as "Mother Parker" is director of the program.

SEATTLE FORECAST: WEATHER OR NOT

KRSC Disc Jockey Is Given the Air by Bureau

WHETHER the weather is a suitable subject for horseplay and kidding on the air is the crux of an issue currently agitating Seattle broadcasting and meteorological circles.

By decision of Harry Downs, meteorologist in charge of the Seattle office of the U. S. Weather Bureau, KRSC Seattle has been forbidden to use the bureau's early-morning "Marine Weather Forecast" as long as Al Cummings, KRSC disc jockey and commentator, presides over the show, *Rise and Shine*, aired daily 6-9 a.m.

The Weather Bureau's objections arose from Mr. Cummings' poking fun at the forecasters and in some cases mimicking the weather predictions while the official recording was being aired, it is charged. Since March 11, following a call from Mr. Downs, the Marine Weather Forecast has not been broadcast on KRSC although it is still carried on KOMO there.

KRSC, which has direct lines from the Weather Bureau office, continues to carry official forecasts at 8:57 a.m. and 5:42 p.m.

"Mr. Cummings' treatment of the weather forecasts was just good natured kidding," Harold Ridalls, KRSC manager, commented "When Mr. Downs called me, I apologized and offered to stop the kidding on the air, but he insisted we discontinue the marine forecast entirely."

Mr. Downs disclaimed any intention to censor. He said KRSC's use of the marine weather show was not working out to the best interest of commercial fishermen and other marine interests. Mr. Cummings, he said, was violating the Weather Bureau's radio agreement by injecting unauthorized comments into the official forecast.

The Weather Bureau considers the general weather forecast, available at 6:55 a.m., more suitable for local broadcast. The latter forecast is aired on KIRO Seattle and is also available to KRSC.

Mr. Cummings summarized his view thus:

"I've never really interfered with the forecast. I've just kidded and teased the weatherman. The guys down at the bureau are nice fellows. They get a big kick out of it.

"I believe we still have two inalienable rights—the pursuit of happiness and the weatherman."

AMA Series

EXTENSIVE use of radio and television for a long-range public health education campaign was to be launched over the weekend when the American Medical Assn. introduced *Medicine, U. S. A.*, a series of six radio documentaries narrated by Charles Laughton, on NBC. Scheduled to be heard weekly, series was to have started Saturday (7:30-8 p.m. EST). Described as a more intensive project than any heretofore attempted by the AMA, series is expected to set a pattern for future radio-TV health programs.

Strictly Business

(Continued from page 18)

Frazer, Firestone, Kellogg and International Harvester.

Mr. Nelson for more than a decade worked with Hill Blackett in both Blackett-Sample-Hummert and Hill Blackett Co. as treasurer and account executive. He was selected for apprentice training by Mr. Blackett in 1935, later assisting him on Ovaltine and working with Mix Dancer (later of Dancer-Fitzgerald-Sample) on General Mills.

Leaves BSM in 1947

He was given a leave of absence for a year and a half to work as liaison between Mr. Blackett and former Kansas Gov. Alf London, partners in numerous oil properties. After his return to the agency business, he remained a year before resigning in 1947 and vacationing for a year in California.

He married the former Hazel V. Watson, at one time secretary to Mr. Blackett.

Mr. Nelson finds the major concern among his TV clients is cost and reports film production costs have gone up about 15% in the past year. This has not been passed on to clients, however.

Most of them seem to want live action photography in a 20-second format, he said. He believes eventually the greatest proportion of shows will be on film.

McGILLVRA

Chicago • New York

WILL TELL YOU TODAY!

Why Just PG

is all you need in the *way-above-average Green Bay market*

He has the evidence of *why more people listen, and why they listen more often to*

WJPG

THE RADIO SERVICE OF THE GREEN BAY PRESS GAZETTE

SO HAVE WE!

Write either to us, today! This buy is too good not to know about.

Station Rep.

McGILLVRA — New York or Chicago

WJPG Green Bay, Wisconsin

IT'S A HABIT!

For 25 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainment.

WIBW The Voice of Kansas in TOPEKA

allied arts

LEO BROOK named industrial and broadcast sales manager, Allied Radio Corp., Chicago. Other appointments in sales division: **DAVE KENNEDY**, sales development manager; **GORDON HOUGH**, inside sales administration; **GEORGE KELLY**, government sales manager; **JACK LIZARS**, dealer sales manager; **FRED PREHN**, Chicago store sales manager; **EUGENE CARRINGTON**, general product promotion, and **JULIAN McBARRON**, general account promotion.

JOHN H. PAINTER, engineer, General Electric Co., appointed special representative for company's broadcast equipment with headquarters in Wyatt Bldg., Washington, D. C.

J. H. DuBOIS, sales manager of Plax Corp., division of Emhar Mfg. Corp., to Mycalex Corp. as vice president in charge of engineering.

V. C. HAVENS, assistant general sales manager in charge of advertising, Crosley Div., Avco Mfg. Corp., Cincinnati, resigns to take up residence on West Coast.

BREWSTER MORGAN, supervisor of *Fireside Theatre* production, Compton Adv., Hollywood, resigns to become independent film producer.

AUDIO-MASTER Corp., N. Y., announces publication of new catalog which incorporates latest developments in transcription players, PA systems, three-speed phonographs, recording tape, recordings, film strips of American history and 16mm musical films.

JOHN H. ALEXANDER, production department, Alexander Film Co., Colorado Springs, Col., appointed account executive in TV division.

JOHN BOESEL, client service executive, A. C. Nielsen Co., Chicago, named assistant to **C. G. SHAW**, vice president of radio-TV sales and service.

WILLIAM CARPENTER, station manager, WLOW Norfolk, Va., named sales representative in that city and Richmond for United Artists Television, N. Y.

E. J. BAUGHMAN appointed West Coast representative of General Precision Lab. with office at 350 S. Central Ave., L. A. **JOHN M. SIMS**, company's sales manager of theatre TV, named to federal legislative committee of Theatre Equipment & Supply Mfrs. Assn.

RUSSELL S. TATE Jr., eastern sales manager of Greyvan Lines Inc., named to Chicago client service division of Industrial Surveys Co.

THOMAS B. KALBFUS, Hunter-Douglas Corp., to Westinghouse Electric Supply Co., N. Y., as general radio-TV sales manager.

H. DOUGLAS HADDEN, president and director of Dorland International, joins National Foreman's Institute, New London, Conn., as assistant to president.

AL RACKIN, publicity director, Roy Rogers Enterprises, Hollywood, returns to desk after month-long illness.

WILLIAM L. PARKINSON appointed manager of product service of General Electric Co.'s Receiver Dept., Syracuse, N. Y.

HERBERT J. YATES, president, Republic Productions, North Hollywood, Calif., and Vera Ralston, film actress, were married March 15.

THOMAS H. FORD, sales and application engineer, Viltner Mfg. Co., to RCA Camden, N. J., as manager of air conditioning activities.

Equipment . . .

SOUTHWESTERN INDUSTRIAL ELECTRONICS Co., Houston, Tex., announces production of new Model R Voltmeter, laboratory test instrument intended for precise measurement of DC potentials.

DAVEN Co., Newark, N. J., announces availability of electronic voltmeter, Type 170-A, a portable instrument for general laboratory and production use built to measure accurately A. C. sinusoidal voltages over a frequency range from 10 to 25,000 cycles and a voltage range from .001 to 100 volts.

Technical . . .

JAMES CUDNEY, NBC Chicago TV lighting engineer, is father of girl, Elizabeth Lu, Mar. 5.

NBC-TV Hollywood personnel, headquartered at Vine & Yucca, moves to new offices at 1549 N. Vine St.

Before You Buy in Cincinnati
STOP – LOOK – READ
→ *See Centerspread This Issue* ←
ON THE AIR EVERYWHERE 24 HOURS A DAY
50,000 WATTS
OF
SELLING POWER
WLW-C
WCKY
CINCINNATI

OBJECTIVES of Radio Free Europe were described at joint meeting of the New England Radio Executives Club and Boston Advertising Club by C. D. Jackson (third from l), publisher of *Fortune* magazine and past president of RFE. Attending session were (l to r): Robert R. Bradford, former governor of Massachusetts and member of RFE Finance Committee; Edmund J. Shea, vice president of James Thomas Chirurg Co., advertising agency, and REC president; Mr. Jackson, who directed Radio Free Europe activities the past year; Rudolph Bruce, advertising manager of New England Coke Co. and REC secretary; Andrew C. Quale, sales and advertising manager of Walter Baker Chocolate Div. of General Foods Division, BAC president; and W. C. Swartley, manager of WBZ-AM-FM-TV Boston and REC first vice president.

THREATS TO FREE SPEECH

Elmer Rice Notes Advertising, Other Restrictions

AGENCIES of mass communication and special-interest pressure groups are held responsible by playwright Elmer Rice for "new fashions in censorship" in an article he wrote on that subject for the March issue of *Survey* magazine.

The article reviews the situation as he sees it in connection with all the major media. "To sum up the radio and television situation," Mr. Rice writes, "it is the advertiser who pays the piper and hence calls the tune. In this field, creativeness, self-expression and freedom of communication are mere incidentals to the selling of merchandise."

Physical control of radio and "its gargantuan baby brother" television, the Pulitzer-prize winner observes, is concentrated in a few nationwide networks with only a few independent stations managing "a hand-to-mouth existence" and effecting only a local counter-influence to mass control. The FCC licensing system—with the limitations on available frequencies—allows for federal emphasis on public service, he notes, and thus "is largely responsible for such freedom as exists on the air."

Asserting that freedom of discussion and "cultural window dressing" are generally limited to broadcasting hours unpopular with advertisers, Mr. Rice concedes wide diversity in music programming, a "relatively non-controversial" field.

"News coverage, on the whole, is good," he concludes, so long as the news program is unsponsored. But when there is commercial sponsorship, the reporter is faced only too often with the alternatives of conforming to the opinions of the advertiser or seeking other employment."

Decrying the growing practice of minority groups to deny public hearing for anything that runs counter to their beliefs, he cites, as broadcasting examples, attempts by branches of the National Assn. for the Advancement of Colored People to use economic boycott on the *Beulah* and *Amos 'n Andy* TV programs.

Referring to *Red Channels*, he says, "due in large part to the activities of small units of the American Legion, scores of well known actors and writers are unable to find employment in radio, television, or motion pictures."

Two roads lead to the free speech ideal, he says: "Diversity of outlet (through diversity of ownership and control) and, secondly, noninterference by influential minorities."

Evaluating the former as a utopian goal, Mr. Rice writes, "it remains then for the militant minority groups to modify their demands and to change their tactics."

"To anyone who views the whole picture objectively," he continues, "it must be apparent that the total effect of all these pressures, impinging upon the relatively few focal areas of control, is to restrict freedom of expression in the mass media of communication and to reduce all expression to an innocuous, sterile, deadly uniformity, characteristic of totalitarianism rather than of democracy."

THREE-QUARTER hour *Al Gannaway's Half-Pint Party*, produced by Gannaway & Morganthau Productions, N. Y., has been started on WCBS-TV New York and is offered at $1,100 per 15 minutes. Show is televised each Saturday. Mac Levy Dance Studios is sponsoring first quarter hour for 13 weeks through Associated Adv. Service, N. Y.

Film Report

(Continued from page 76)

Joel Hammil, formerly in charge of NBC program development, with **Marvin Rothenberg** assigned as director of the first program. Idea for the TV programs resulted from recent Broadway successes of Shaw readings by the first drama quartette and selection from Dickens by Emlyn Williams.

* * *

Hour Glass Productions, Hollywood, starts second series of 13 quarter-hour TV films, *Man of Tomorrow*, May 25 with filming of *Huck Finn Story* in Denver.

* * *

Jerry Fairbanks Productions, Hollywood, starting three quarter-hour public service TV films for **Standard Oil Co. of Indiana**, Chicago. Ken Carpenter, announcer CBS Radio *Bing Crosby Show*, will narrate the series. **Brad Patton**, executive Standard Oil Co. of Indiana, is now in Hollywood for conferences with studio officials.

* * *

Meredith Productions, Hollywood, headed by **John Nasht**, producer CBS-TV *Holiday in Paris* and *Cafe Continental*, plans 13 half-hour *Major North* TV film series. **Sherman Lowe**, writer, adapting scripts from stories by Van Wyck Mason concerning adventures of G-2 officer for Army Intelligence.

* * *

Charles Irving, radio-TV actor, producer and director, head of **Charles Irving Productions**, will soon have situation comedy show, *What a Husband*, on the TV cycle. The program stars **Jack Lemon**.

TV Production Assoc., also headed by Mr. Irving, is offering exclusive radio-TV rights to the *Blood Hound Mystery* television film package.

Sales . . .

Alexander Film Co., Colorado Springs, Col., announces recent TV commercial productions for the following organizations:

Continental Airlines, Denver, two 20-second films through **Galen E. Broyles Co. Inc. The Borden Co.**, Houston, three 20-second films through **Tracy-Locke Co. Bowman Biscuit Co.**, Denver, three 20-second films through **Ball & Davidson. Pontiac Motor Division**, Detroit, six 60-second films through **MacManus, John & Adams. Surface Combustion Corp.**, Toledo, nine 46-second films. **Hudson Motor Car Co.**, Detroit, ten 26-second films through **Brooke, Smith, French & Dorrance.**

* * *

Association Films Inc. announces release of new, single-reel 16mm film titled *Practical Police Ju-Jitsu*, and subtitled "Weaponless Self Defense." Film is offered for rental as informative or teaching aid.

Film People . . .

Cathedral Films, North Hollywood, Calif., headed by **Rev. James K. Friedrich**, as president, has added five new members to its board of directors.

They are **Dr. Earle B. Jewell**, Rector of St. Andrews Episcopal Church, Kansas City, Mo.; **Dr. Clarence B. Stoughton**, president Wittenberg College, Springfield, Ohio; **Rev. Edward McNair**, Rector of St. Michael and All Angels Church, Los Angeles, and **Mrs. Elaine Friedrich.**

Re-elected members of board include Dr. Friedrich; **John T. Coyle**, vice-president; **Ralph T. Merriam**, secretary, and **Brunson Motley**, distribution manager.

Dr. McNair also elected treasurer, replacing **Charles Wayne**, resigned to establish own TV film production company.

* * *

Ralph Acton, casting director Allied Casting, Hollywood, signed by **Krasne-Gross-Dewitt Inc.**, that city, to act in similar capacity on *Big Town*, TV film series, for **Lever Bros.**, N. Y.

* * *

Phildan TV Productions, Hollywood, signs **Hugh Ratliff**, comptroller for United Artists Corp., Los Angeles, in similar capacity.

* * *

Frederic W. Ziv TV Productions, Hollywood, signs three story editors for three TV film series. **Tom Gries**, associate producer RKO Studios, Hollywood, to *The Unexpected;* **Julius Evans**, story editor Sol Lesser Productions, Hollywood, to *Cisco Kid;* **Donn Mullally**, free lance writer, to *Boston Blackie.*

* * *

Hal Roach Productions, Culver City, signs **Joe E. Brown**, stage and film star, to enact leading role in untitled half-hour TV film series. Format concerns small town business man—a widower—who is raising a son and daughter. Production starts today (Monday) on series to be distributed by **Official Films**, New York.

* * *

Snader Telescriptions Corp., Beverly Hills, plans to complete second group of 400 telescriptions with signing of **Delta Rhythm Boys, Fran Warren, April Stevens, Polly Bergen and Patricia Morison.**

WDAY'S 30TH YEAR

Eastern Trip Highlights

WEST met East in a tour of Dakotans and Minnesotans sponsored by WDAY Fargo as a highlight in the station's 30th anniversary celebrations. The journey of 60 persons gave the westerners a day in Chicago, three days in Washington, three days in New York and one day in Detroit.

The trip began March 10 and was concluded last Thursday, In addition to sightseeing trips, the group attended *Welcome Travelers*, NBC show originating in Chicago, and other radio and TV programs in Radio City, New York.

In Washington, the visitors toured the Senate and the House and watched legislators in action. Later, they were guests at a luncheon in the Senate dining room with Senate and House members from the Dakotas and Minnesota.

In New York, highlights were the St. Patrick's Day parade and an inspection of the Holland-American luxury liner, *Nieuw Amsterdam*. Detroit's Ford Motor Co. plants also were seen on the trip.

WDAY celebration is climaxed May 22.

WLW Spoken History

SPOKEN HISTORY of significant broadcasts by WLW Cincinnati was aired last Saturday by the Crosley Broadcasting Corp. outlet in a half-hour program honoring WLW's 30th anniversary. Program featured playback of recordings of famous events and people, all taken from the station's $125,000 record library. An account of the development of WLW's present day news coverage was to be narrated by Peter Grant and Ken Linn.

EXECUTIVE COMMITTEE

Established by Bates Agency

AN EXECUTIVE committee of five with Thomas F. Harrington as chairman, has been elected by the partners of the Ted Bates Agency, Mr. Bates announced last week.

In addition to general management problems, the group will form the nucleus of the agency plans board to work on advertising policy, media strategy and merchandising.

The committee is composed of Rosser Reeves, partner and creative supervisor; William H. Kearns, partner; D. Robert Parman, partner; Mr. Harrington, partner; and Clifford Parsells, partner and director of research.

Adds Seattle Studio

KRKL Kirkland, Wash., has opened a studio in neighboring Seattle in addition to its main office and studio facilities and transmitter in Kirkland. The Seattle studio, according to Lamar Ostrander, co-owner of the station, is being used primarily for the live broadcast of "cowboy-type disc jockey programs."

ROBERT BLEES, Hollywood film writer, has been named Screen Writers Guild representative on Authors League of America National Television Committee, succeeding the late Oliver H. P. Garrett.

KGW

THE People's Choice IN PORTLAND, OREGON

1,246,540 active, young-minded Westerners comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of Southwestern Washington.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

They know at home

MORE $$ VOLUME

IN LOCAL BUSINESS THAN ANY OTHER STATION IN TOPEKA!

WREN offers you

- top ratings
- wide coverage
- lowest cost per listener

WREN

5000 WATTS

ABC TOPEKA

Represented Nationally by Weed & Co.

On All Accounts

(Continued from page 10)

as dance band leader, the lure of the entertainment business got him, but illness forced him out of college in his junior year. Fully recovered after six months, he took his band on tour for the next five years. As director-m.c., he managed to keep himself before the microphone while on tour.

Radio was his first love and, tired of one night stands, he returned to California and was appointed program director of KGGC (now KSAN) San Francisco in 1932. Three years later he joined McClatchy Broadcasting Co. as program director of KMJ Fresno and later KOH Reno. In 1937 he became program director of KSRO Santa Rosa, Calif.

But Mr. Potter had a hankering to have his own program packaging and production firm, so a year later he established Radio Merchandising Ideas in San Francisco. The business wasn't too lucrative and the firm dissolved after two years. He then joined KROW Oakland as announcer-newscaster-producer.

With the start of World War II, he became OWI Pacific Division program director. Besides organizing and supervising that department, Mr. Potter produced scores of programs in many languages for overseas consumption.

He moved to Los Angeles in 1943 and joined KFI there as writer-producer of public service programs. It was two years later that NBC Hollywood made him producer of the *Abbott & Costello Show* and *Life of Riley*.

The assignments were shortlived for 60 days later he left NBC to affiliate with William Esty Co. as aide to Don Bernard, then West Coast vice president and general manager. Besides producing the CBS *Blondie Show*, sponsored by Colgate-Palmolive-Peete, Mr. Potter handled various administrative duties and assisted Mr. Bernard on Camel cigarettes programs produced by that agency. With closing of the agency's Hollywood office in 1950, Mr. Potter freelanced for about six months.

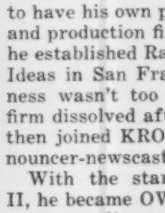
Then he became radio-television director of the Calkins & Holden Los Angeles office, headed by Harry W. Witt.

He now works on such accounts as Prudential Insurance Co. of America; California-Central Airlines and Piuma Wine, all radio-television users on the West Coast. He also services on the West Coast many of the national accounts handled in the agency's home office.

Mr. Potter married the former Barbara Lee Van Ness of Oakland, Calif. They have two children, Sheridan, 17, and Andra, 7. The Potters make their home in suburban Sherman Oaks.

Still an enthusiastic ham operator, Mr. Potter's other major hobby is motion picture photography which he carries over into his agency production work. Not a joiner, he prefers to devote that time to his photography, experimenting for future television use.

Do you know what *thrifty* advertisers know $



KWK *delivers* listeners in the St. Louis area at the *lowest* cost per thousand* 15 out of the 18 hours of the broadcast day.

*based on 1-time, 1-minute announcements, on The Pulse, Inc., Nov.-Dec., 1951, and on S. R. D., Jan., 1952

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representative
The KATZ AGENCY

FREEPORT, TEX., CASE

FCC Stays Initial Ruling

FCC has taken an interim step in resolving the dispute between WAFB Baton Rouge and the Brazosport Broadcasting Co. The Commission March 13 stayed the effectiveness of an initial decision which would grant Brazosport's request for 1490 kc with 250 w full-time for Freeport, Tex.

A month ago Hearing Examiner Hugh B. Hutchinson issued an initial decision looking toward granting Brazosport's application.

Fortnight ago WAFB filed an objection to the proposed grant. It said it should have been a party to the hearing on the Brazosport application. It averred that the Freeport station would cause interference because the basis for determining the amount of expected interference — FCC's soil conductivity maps—was not accurate.

Last week Brazosport replied to WAFB. It said WAFB waited too long to file an objection—24 days. Brazosport contended that WAFB had ample notice of the earlier hearing. It also asserted that there would not be interference to WAFB, and that WAFB's absence from the hearing does not void the initial decision.

No Horse Play

THE Guild Theatre of Cincinnati was forced to cancel its scheduling of the motion picture, "The Wooden Horse," because the first-run English film had already been shown on WLWT (TV) Cincinnati's *Family TV Theatre*. Claimed to be the first such instance in that area, the incident was reported by radio columnist Mary Wood in the Cincinnati *Post*.

IDEA ASSOCIATION

Stressed by Schwerin

ASSOCIATION of key sales ideas with a product and creation of a favorable over-all attitude toward the brand are more important than getting the product's name across, Horace S. Schwerin, head of the research firm bearing his name, told New York's Radio and TV Research Council March 10.

Talking on increasing the effectiveness of radio-TV commercials, the researcher said that brand name remembrance, by itself, does not create sales. It is when the prospective customer is made aware of the benefits of a product and begins to believe in the general "goodness" of the brand that he becomes motivated to buy. He suggested that only after this has become accomplished in a radio or TV commercial should the stress be put on name-remembrance.

Improved methods for testing remembrance during the past few years have given advertisers a new tool for testing effectiveness of their commercials, Mr. Schwerin said, attributing much of the credit for these improvements to the progressive attitudes of advertising agencies.

RESEARCH PROJECT

ARF Group to Scree

RESEARCH projects to be undertaken by the Advertising Research Foundation will be screened, selected and recommended by a special 14-man committee judging project suggestions in terms of greatest service to subscribers, it was announced March 14 by B. B. Geyer, chairman of the ARF board.

The new committee, representing media, agencies and advertisers, will be under the chairmanship of F. B. Manchee, executive vice president of BBDO. Other members to the tri-partite group, to be representative of all members of the reconstituted ARF, include: Richard J. Babcock, *Farm Journal*; George C. Dibert, J. Walter Thompson; Sherwood Dodge, Foote, Cone & Belding; Ben R. Donaldson, Ford Motor Co.; William A. Hart, E. I. DuPont de Nemours; John J. Karol, CBS Radio; Peter Langhoff, Young & Rubicam; Wilson J. Main, Ruthrauff & Ryan; H. A. Marple, Monsanto Chemical Co.; Paul Montgomery, McGraw-Hill; Henry Schachte, Borden Co.; John C. Sterling, *This Week*, and E. E. Sylvestre, Knox Reeves Adv.

The committee has begun first step in building a list of possible research subjects major enough to meet ARF objectives and is screening all requests and suggestions submitted to ARF during the past year.

SPEAKING Book Foundation, Chicago, is offering $500 in prizes for best invention to record and play back complete New Testament on a single tape, wire or other recording medium. Contest closes May 12. Entrants retain all rights to their inventions. Rules and entry blanks may be obtained from the foundation, 19 S. LaSalle St., Chicago 3.

RADIO AIDS JOHNSTOWN AUTO SHOW

WARD Boosts Attendance, Reaps Own Reward

RADIO's power to put over a community project and, in doing so, often to reap its own reward, was amply demonstrated by WARD-AM-FM Johnstown's role in making a success of that city's first auto show in more than 20 years.

According to John C. Gilmore, WARD sales manager, radio entered the show preparations last January. That was when he received a phone call from a local dealer.

The auto dealer wanted to know the cost of a schedule of announcements. Mr. Gilmore ended up by selling two 15-minute segments of a disc jockey remote from the auto show to that dealer, other quarter-hour segments to all but one of the 17 participating dealers and intensive spot campaigns to tire dealers, a bank and others.

Combined, Mr. Gilmore said, the bonus spot business was more than 200 spots for the six-day week.

Even optimists predicted a week-long turnout of not more than 6,000. Half of the 17 dealers saw little or no chance of the show being a success. With radio's help, the number of those attending reached 16,500.

"Yes sir," said Mr. Gilmore, "it's now the 'Annual Auto Show' and we're proud that radio helped it be established as a yearly affair."

NIGHT AND DAY . . .

ABC
WENE
BINGHAMTON, N.Y. MARKET
NOW 5000 WATTS

CALL RADIO REPRESENTATIVES, INC.

WAGES & PRICES

Chamber Hits Controls

AGE-PRICE controls drew fire om the U. S. Chamber of Com-erce March 12 on Capitol Hill as aring continued on the Defense oduction Act, which expires ne 30.

The controversial Capehart ad-rtising formula, which the ad-inistration seeks to repeal, took back seat to credit purchases in ssions before the Senate Banking Currency Committee.

Calling for an end to wage-price ntrols, a chamber spokesman scribed the inflation fight as one be fought by credit restrictions, xation, savings and reductions federal spending. Abolition of nt control also was urged, as was e ultimate abolition of restric-ns on installment buying.

Discussing consumer prices, Clem Johnston, director of the cham-r's Policy Committee, told the mmittee and Chairman Burnet aybank (D-S. C.):

"In spite of repeated government edictions, shortages of consumer ods have failed to materialize. fact, many items are in over-pply . . . inventories have con-ued to mount during the last ar until they stood at $70.2 bil-n in December 1951."

Part of this sum covered back-s of radio and television re-vers and other appliances, which re substantial for a period last ar but which have slowly de-ted in recent months.

The chamber also advocated a mination of certain allocation ers on March 1, 1953, provid-the act is extended. President man has called for a two-year ension of controls. Consensus is that effective cutoff date of act will be set at June 30, 1953.

The chamber laid down this rse for general control of credit, luding installment purchases of lio-TV sets:

We must continue general con-l over credit as well as the ntary credit restraints of the ning system. As they become ective, we should relax and finally abolish selective credit controls. . . ."

Earlier, Price Stabilizer Ellis Arnall and Economic Chief Roger L. Putnam testified in favor of administration proposals calling for repeal of the advertising formula authored by Sen. Homer Capehart (R-Ind.) and continued restrictions on credit purchases [B•T, Feb. 18].

The committee plans to complete its hearings this week and report out a bill by March 31.

AMONG those attending the Institute of Radio Engineers convention in New York [B•T, March 10] were (l to r) Emero Fiorentino, WJZ-TV New York; E. G. McCall and T. P. Tissot, RCA; J. Ruston, DuMont; J. J. Werner, Eitel-McCullough Inc.; J. E. Preston, ABC, and W. B. Lodge, CBS.

EXHIBITS FULL LIBRARY

APS Ships Display to CAB

WHEN Canadian Assn. of Broadcasters convene in Toronto this week, its members will see a display of the full basic radio station transcription library as produced by Associated Program Service.

Saying he believes this to be the first time any library has been exported to Canada for this purpose, Maurice B. Mitchell, APS general manager, explained, "Every single disc, the custom cabinet, the index cards, catalogs, the entire series of APS transcribed sales meetings and the 10 APS specialized libraries will be shown and auditioned." Mr. Mitchell is scheduled to address the delegates today on training radio salesmen and will be luncheon speaker tomorrow at the Toronto Advertising Club.

RADIO HOMES

Reach 94% in Canada

CANADIAN radio homes have increased from about 75% of all Canadian homes at the end of 1945 to 94% of all homes at end of 1951, according to a special rate study made by the Canadian Assn. of Broadcasters. The study also reveals that the number of independent commercial AM stations has increased from 99 at end of 1945 to 132 at end of 1951. At the same time average rates for one hour have increased from $60.88 to $68.45 in that period, and average one minute rates have increased from $7.04 to $8.73 in that time.

CAB Sales Director Pat Freeman pointed out that the study shows a rise of 59% in the number of radio homes in the past six years, an increase of 4,300,000 new radio sets, a gain in population of almost 2,000,000 people and 650,000 homes in that time. Independent station rates have increased 34.5% for one minute spots and 22.5% for an hour's time in those years.

Comparing radio costs with other media, Freeman points out that daily newspapers across Canada have increased their circulation in the 1946-51 period by 9.9%, their rates by 46.4%; Canadian national magazines have increased circulation 51.5%, rates 44.7%; Canadian week-end newspapers increased circulation by 37.1%, rates by 89.3%; and Canadian farm papers increased circulation 23.2%, rates by 35.8%.

Export Meet Set

EXPORT ADVERTISING ASSN.'S 1952 convention has been set for May 8 at New York's Hotel Plaza. The one-day session will be keyed to "New Horizons in Export Advertising." Primary chairmen for the event, which will stress new techniques for overseas marketing, will be Jere Patterson, *Life* International, convention chairman; Mack Burke, Joshua B. Powers Inc., vice chairman; and Paul Kruming, National Export Advertising Service, also vice chairman.

BMI CLINICS

Scheduled in Canada

SIX Canadian international BMI program clinics, each with a different set of speakers, have been arranged for this spring following success of the first clinic at Winnipeg last fall. The initial spring clinic is scheduled April 24 at the Palliser Hotel, Calgary, under auspices of the Western Assn. of Broadcasters. Jim Love, CFCN Calgary, will be chairman of the meeting.

From there the program clinic moves to Vancouver, where a one day session is set for May 5 at the Hotel Vancouver under auspices of the British Columbia Assn. of Broadcasters with F. H. Elphicke, CKWX Vancouver, presiding. At Regina on May 9, Hal Crittenden, CKCK Regina, will be chairman of the clinic at the Hotel Saskatchewan.

In eastern Canada, under auspices of Maritime Assn. of Broadcasters, a program clinic will meet at the Admiral Beatty Hotel, St. John, N. B., on May 14. George Cromwell, CHSJ St. John, will be chairman.

Largest meeting is to be held at the King Edward Hotel, Toronto, on May 16 under the Central Canada Broadcasters Assn. A committee is in charge of the event, consisting of Bob Reinhart, CFPL London; Cliff Wingrove, CKTB St. Catherines, and Bob Lee and Leigh Stubbs, CHUM Toronto.

A French-language meeting is being arranged for late May at Montreal or Quebec, for the program staffs of the French-language stations.

WVAM will give you greater coverage in the rich Central Pennsylvania Market with the best CBS network and local programs. May we go to work for you?

"Most Powerful—Most Popular"

first with the finest
DAY AND NIGHT

1000 WATTS WVAM CBS ALTOONA 1430 ON YOUR DIAL

Weed & Co. *representatives*

ELECTION DAY IN NEW HAMPSHIRE

Radio-TV Reporters Are There in Droves

SO MANY radio-TV reporters descended on some New Hampshire towns to cover the nation's initial primaries March 11 that confused Democratic and Republican party officials, in at least one instance, sent out extra ballots for them.

Such was the extent of radio-TV journalism fortnight ago when most major networks and many local stations assigned special staffs, called out all available mobile equipment, taped interviews, shot reels of film and corralled candidates for exclusive statements.

On primary day alone, NBC originated 10 radio and television film broadcasts directly from New Hampshire, having started its coverage about a week earlier. The network scored with an exclusive victory statement made by Sen. Estes Kefauver (D-Tenn.) when half-way returns indicated he led President Truman in the Democratic primary by several thousand votes.

Cameramen Battled Snow

NBC-TV cameramen hiked between 20-foot snowdrifts to get into Waterville, where all seven residents voted for Gen. Dwight Eisenhower one minute after midnight at polls set up in the local inn. The town hall doorway was blocked by snow. When the plane, chartered to fly the films to New York, was unable to land in snow, TV News Editor John Lynch hitchhiked to Concord and hailed a cab—third time in a week that weather had necessitated the procedure—for an 80-mile trip to Boston. The films were flown from there by commercial airline and shown a few hours later on NBC-TV's *Camel News Caravan*.

CBS Radio coverage was effected in cooperation with WFEA Manchester and WEEI Boston with six reporters assigned to the vote-scene from their home beats in New York, Boston and Washington. Coverage by CBS Radio was daylong, beginning with the first trickle of returns and continuing through final results and an analytical roundup. CBS-TV presented reels of the New Hampshire vote, filmed by cameramen earlier in the week as they accompanied the candidates on their rounds. Coverage culminated with last-minute statistics plus film on a CBS-TV election program at 11:30 p.m. election night.

ABC radio had dispatched reporters to the scene to garner news for broadcast on *Headline Edition* at 7 p.m. and *News of Tomorrow* at 10 p.m., that Tuesday, with interpretations and analysis developed by such network newscasters as Elmer Davis. ABC-TV used films from newsreel and other special film services.

Mutual originated 16 broadcasts from Concord and Manchester, N. H., 12 of them on primary day, with two inserts scheduled the following morning. Typical of Mutual coverage was the schedule of WOR New York, which featured vote reports during 17 regular news shows throughout the day.

DuMont Television Network gave full play to New Hampshire news both before and during the vote action, and used news shots, charts and diagrams to keep its audience up to date on the statistics.

Local area stations also went all out in election coverage. Among reports received by BROADCASTING • TELECASTING were those from WHIM Providence, R. I., WTWN St. Johnsbury, Vt.-Littleton, N. H., WHDH Boston; WLW-WLWT (TV) Cincinnati.

Aired Direct Reports

WHIM aired election reports direct from WMUR Manchester, including statements by chairmen of the Rhode Island state Democratic and Republican committees. Station also used an interview with Sen. Henry Cabot Lodge (R-Mass.), campaign manager for Gen. Eisenhower, which had been tape-recorded in New York by Les Hyman, WHIM newsman, and flown to Providence. Interview capped final tabulations of primary day.

WTWN, independent station with main studios in St. Johnsbury, launched week-long coverage with pickup of addresses by Sen. Kefauver before the Lions-Rotary clubs joint meeting. GOP candidate Harold E. Stassen spoke over WTWN, introduced by John Guider, owner of WMOU Berlin, N. H., his state campaign manager. Talk by Sen. Robert Taft (R-Ohio) also was aired.

WTWN reported it sold considerable political advertising by all candidates during seven-day period culminating with election. Station also arranged with the *Littleton Courier* and with other stations of New Hampshire and Vermont to air reports via FM pickups.

WHDH, for New Haven Railroad sponsorship, programmed a series of direct reports and features on the primaries.

Hal Clancy, news analyst for the *Boston Herald* and WHDH, secured exclusive statements from Sen. Lodge, Sen. Kefauver, Gov. Sta[ssen], and Rep. John McCormack (D-Mass.) as well as airing talks by New Hampshire campaign manag[ers] of the candidates. Workin[g] with Mr. Clancy election nig[ht] were Bill Mullins, also a *Bost[on] Herald* political analyst, an[d] WHDH Newscaster John Day.

WLW and WLWT (TV) Cincinnati carried results direct fro[m] Concord, N. H., with Harry Spiegl[e] of the *Concord Monitor* reporti[ng] on voting trends. Returns starte[d] in the afternoon hours, and fou[r] special newscasts were added t[o] schedule, with NBC radio and T[V] coverage supplementing report[s]. Analyses were given by Joseph Sagmaster, *Cincinnati Times-Star* and William Hessler, *Cincinnati Enquirer*.

L to r: WTWN St. Johnsbury, Vt.-Littleton, N. H. Chief Engineer Jer[ry] Johnson, Mrs. Estes Kefauver, Sen. Kefauver and Woody Sloan, WTWN Littleton manager.

* * *

GRANIK HONORED

At Washington Fete

TESTIMONIAL party for Theodore Granik, founder and moderator of *American Forum of the Air* (NBC-AM-TV) and *Youth Wants to Know* (NBC-TV), was held in Washington's Statler Hotel March 16. Nearly 200 guests paid respects to Mr. Granik, including legislators on Capitol Hill who have appeared on his past programs.

Cocktail party-buffet dinner was held in the Presidential Room under co-chairmanship of Sen. Harry Cain (R-Wash.) and Rep. Albert Cole (R-Kan.). Tab was picked up by the American Trucking Assn. as a farewell gift since ATA has concluded its sponsorship of the radio forum. New radio sponsor of *American Forum* has not been announced.

Among those attending from Capitol Hill were Sens. Ed C. Johnson (D-Col.), Karl E. Mundt (R-S. D.), Everett M. Dirksen (R-Ill.), Clinton P. Anderson (D-N. M.), Blair Moody (D-Mich.), Homer Ferguson (R-Mich.), Burnett R. Maybank (D-S. C.). John D. Sparkman (D-Ala.), Homer E. Capehart (R-Ind.), Lester C. Hunt (D-Wyo.), and James P. Kem (R-Mo.). A number of House members, including Rep. Clarence E. Brown (R-Ohio) and Emanuel Celler (D-N. Y.) also were guests.

HITS TOURNEY POLICY

WCBC Protests IBA Rulin

ACTION of the Indiana Broadcasters Assn. "barring outside daytimers" from the annual state basketball tourney "is arbitrary, monopolistic and conspiratorial," William Travis, general manager of WCBC Anderson, Ind., charged in replying to a message from the IBA board of directors.

IBA's message, according to Mr. Travis, specified that the IBA board, following four-year precedent had decided daytime AM stations would get the pickup from one originating station. WXLW Indianapolis, it was added, had agreed to provide such an origination with FM stations fed from Hoosier Network. Mr. Travis argued the "precedent" was a "obvious cover-up" because "it was never established." He asked why last year's procedure was not followed.

WILLIAM BOYD (Hopalong Cassidy) has accepted appointment as national sponsor of National Society for Crippled Children and Adults which conducts annual Easter Seal campaign.

The Key to His Sales .... and YOURS
(see inside front cover)
WLS CHICAGO 7
Clear Channel Home of the National Barn Dance

REACHES 93,217 RADIO FAMILIES
WEOK POUGHKEEPSIE
REPRESENTED BY EVERETT McKINNEY, INC.

programs promotion premiums

ROGRAM schedule released by WOAI-AM-TV San Antonio, ex., indulged in a poetic reverie the cover. Copy giving both the dio and TV industry a pat on the ck reads:

A pessimist tearfully cried
"TV's here; radio's died!"
He sang his sad song
But, oh, was he wrong—
They're both growing up—
side by side!

UITE A STAFF

ROUP of 850 women called "Kay's itchen Kounselors" have been rmed consisting of volunteers om the audience at Kay West's ow on KEX Portland, Ore. omen are available to assist in romoting, checking, sampling or aking surveys for advertisers on he program. Parties and special vents have been planned for the roup throughout the year.

LW PRODUCT DISPLAY

PECIAL merchandise stands for splay of WLW advertised prodcts have been ordered by 227 rocers and druggists in the WLW d WLWT (TV) Cincinnati area. x ft. stands are topped with copy hich tells "Your Best Buys are LW, WLW Television Featured roducts." Merchants lease stands r a year to display the products. fter that, stands are turned over merchants for their own use.

V PROMOTION

OUR-COLOR window display ards are being distributed by DYL-TV Salt Lake City in an fort to increase the number of TV mes in the area. Promoting 1952 "Television's Biggest Year," sters emphasize station call letrs as well as the worth-while ings you'll miss if you don't own levision.

ME BY CHIMES

HIMES familiar to WLWD Dayn, Ohio, listeners are now a part busy downtown activity. Staon, in cooperation with NBC, inalled a clock along with a billard display in the center of the y. Chimes ring out the hour and alf hour.

WFBR'S SHARP COPY

PROMOTION citing similarity between razor blades and a radio station's effectiveness has been released by WFBR Baltimore. Sample Silver Star blade is attached to copy pointing out that "WFBR like Silver Star has the edge on all competition in Baltimore."

AFFILIATION BOOST

TWO PAGE spread in *Mountain Mirror*, Bluefield, W. Va., heralded WLOH Princeton, W. Va.—ABC affiliation. Names of network stars as well as variety of programs made available through the merger were highlighted.

HEAVY ADMISSION

HUNDRED pounds of scrap metal is admission price to April 7 performance of WLS Chicago *National Barn Dance* in Decatur, Ill. In five local salvage campaigns conducted by the station, the show collected more than three million pounds of metal, rubber and wastepaper. A third performance has been added to the two scheduled because of ticket demand

WMAR (TV) CLOSE CALL

BEING in the right spot at the right time afforded two people a chance to appear on TV last week. When Ad Wienert, m.c. of *Meet the Champs* on WMAR (TV) Baltimore, discovered seven minutes before show time that couple selected for the program had missed connections, he went to a local store and related his plight to a startled husband and wife who accompanied him back to the studio. Show began on time.

SHINY PROMOTION

DISTRIBUTION of 300 window posters treated with phosphorescent paint attracting passersby in the evening as well as during the day has been completed by WLOW Norfolk, Va. Signs promote station's hillbilly personality, Sheriff Davis.

WHLI CLAIMS LEAD

CITING a Conlon study of listening habits, WHLI Hempstead, L. I., claims in promotion campaign that station is "first by far" in daytime share of audience for the Long Island area. Survey, covering 6,039 homes, was conducted Feb. 3-9. Findings are aired as spot announcements by the station.

WBUD EARLY START

EARLY BIRDS in the vicinity of Morrisville, Pa., now have a radio companion in WBUD which began broadcasting at 5 a.m. on March 17, two hours earlier than its previous schedule. *Jeff Jones Jamboree* featuring music and news has been designed with an eye on the rural listener. John Naylor is m.c.

KYW GARDENING FEATURE

GARDEN and landscaping devotees in the Philadelphia area are being offered *KYW Farm Hour*, aired each morning by KYW there. During the 10 week feature, Prof. Ray Korbobo of Rutgers U., New Brunswick, N. J., discusses various phases of outdoor home improvement of interest to city dweller as well as to suburbanite.

NBC G.I. TALENT HUNT

NEW WEEKLY show based on the theory that there's considerable untapped talent in the Armed Forces will be aired on NBC radio commencing March 30. Young performers now in uniform will be given an opportunity to get into the act on *Champ of the Week*. Show will present four acts each Sunday. New York auditions are open to all service men and women.

WMAL RECIPE CONTEST

FOURTEEN Washington residents will win a prize April 15 if they enter a favorite cake recipe contest conducted by Ruth Crane, WMAL-AM-TV Washington. Contest is being held in honor of Miss Crane's ninth radio birthday. Recipe that takes the cake will be baked by Louise Hartman, Miss Crane's home economics assistant.

WROL CONTEST FINALS

TALENT hunt, begun last November by WROL Knoxville, Tenn., has drawn close to 12,000 letters from persons requesting auditions as well as listeners voting for their favorite contestants, station reports. Competition went into the quarter finals last week on *Country Playhouse*, broadcast daily by the station. Winner will be booked on the show for a month as a paid performer.

WMRC RACE PROMOTION

PROMOTED solely through facilities of WMRC Greenville, S. C., *Splinter Speedsters Race* held in the city March 8 drew 8,000 people. Soap box race for youngsters was engineered by Bob Poole, station personality. Fifty boys and one girl entered competition sponsored by local firms.

DEMAND OPENS BRANCHES

TWENTY-two Bartell Drug Stores in Seattle are serving as branch offices of *Swap 'n Shop*, the want ad column of the air broadcast over KIRO Seattle. Listeners who wish to advertise on the program may bring ads to any chain store where special printed ad blanks may be obtained.

LETTER RESPONSE

PLIGHT of a lonesome G.I. related over WCKY Cincinnati by Dick Williams, *Jamboree* m.c., resulted in a stack of mail for the soldier in Korea. Friends of the boy wrote Mr. Williams suggesting he mention the situation on the air. Over 200 people responded.

AXES AND HAMMERS

RCA VICTOR, Camden, N. J., is distributing miniature axes and hammers with copy advising "hammer home your sales pitch." Idea is to push company's custom made transcriptions, premium and promotion records and slidefilm recordings.

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

HOWARD J. McCOLLISTER Company

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

Washington's BEST BUY

Ask your John Blair man for the whole WWDC story

BLOOD APPEAL DRIVE

Lovett Cites Radio-TV Aid

RADIO-Television's support of the advertising campaign in behalf of the Armed Forces Blood Donor Program was confirmed last week by Robert A. Lovett, Secretary of Defense, when he reported results to the Advertising Council, which has been directing media contributions to the drive since Sept. 10, 1951.

More than 350 network radio and TV programs have carried appeals for blood donations, it was reported, with strong cooperation coming from local stations which have also given "heavy support" to the drive. During the last three months of 1951 alone, radio and TV broadcasts of the blood appeal through commercial network shows accounted for more than 375 million home impressions.

A new series of advertisements is currently in preparation at Ted Bates & Co., volunteer agency which has prepared all advertising materials for the drive without charge.

ADVERTISING and Merchandising Club, Santa Barbara, Calif., "Best Institutional Radio Advertising" award was presented to Santa Barbara Mutual Building and Loan Assn. for sponsorship of ABC radio *America's Town Meeting of the Air* over KTMS Santa Barbara.

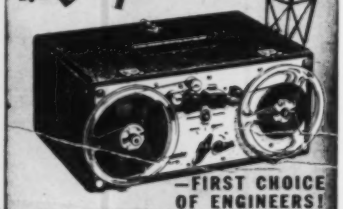
FOR FINEST TAPE RECORDING

WBHP

Huntsville, Ala.

USES

Magnecorder



—FIRST CHOICE OF ENGINEERS!

Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURSE!

PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!

QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.

CONSOLE OR CONSOLETTE
Operation available by combining units in rich Magnecorder cabinets.

For new catalog — write:

Magnecord, INC.

Magnecord, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

FCC actions

MARCH 14 THROUGH MARCH 20

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**

STA-special temporary authorization

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications. *(See page 91.)*

March 14 Applications . . .

ACCEPTED FOR FILING

AM—710 kc

KURV Edinburg, Tex.—Application for CP to change power from 250 w D to 1 kw DN, change hours of operation from D to unl., install DA-N, AMENDED to change power from 1 kw N to 250 w N, 1 kw D, and change trans. location.

AM—1340 kc

Arthur Wilkerson Lumber Co., Grossville, Tenn.—Application for CP for new AM station on 1340 kc, 250 w, unl., AMENDED to change power from 250 w to 100 w.

AM—1580 kc

WKXY Sarasota, Fla.—CP to change frequency from 1540 kc to 1580 kc, change from D to unl., use power of 1 kw D, 500 w N, install DA-N, etc.

License for CP

WNDB Daytona Beach, Fla.—License for CP, which authorized change from D to unl., installation of DA-N, etc.

WMGR Bainbridge, Ga.—License for CP which authorized changes in trans. and studio locations.

KSGM Ste. Genevieve, Mo.—License for CP, as mod., which authorized frequency change, power increase, DA-DN, etc.

WAWZ Zarephath, N. J.—License for CP, as mod., which authorized N power increase, new DA, change in trans. location, etc.

KCLV Clovis, N. M.—License for CP, as mod., which authorized new AM station.

KSOO Sioux Falls, S. D.—License for CP, as mod., which authorized change in operating hours from D to unl. with 10 kw D, 5 kw N, installation of DA-N, change in trans. location, etc.

Modification of License

WBSM-FM New Bedford, Mass.—Mod. license to change ERP from 20 kw to 2.5 kw.

WERE-FM Cleveland, Ohio—Mod. license to change ERP from 11.5 kw to 20 kw.

Modification of CP

WJEF Jennings, La.—Mod. CP, which authorized new AM station, to change operating hours from D to unl. with 500 w AMENDED to change DA.

WAYS Charlotte, N. C.—Mod. CP, as mod., which authorized power increase, new DA and change in trans. location, to make changes in ant.

WPDR Portage, Wis.—Mod. CP, which authorized new AM station, for approval of trans. and studio locations, etc.

License Renewal

Following stations request renewal of license:

WGSV Guntersville, Ala., WGMS Washington, D. C., and WKY-TV Oklahoma City.

Application Returned

WTJH East Point, Ga.—RETURNED application for renewal of license.

March 17 Applications . . .

ACCEPTED FOR FILING

License for CP

WCEN Mount Pleasant, Mich.—License for CP, as mod. and reinstated, which authorized power increases, DA-N, change in operation hours and change in MEOV.

Modification of CP

WBUD Morrisville, Pa.—Mod. CP, as mod., which authorized frequency change, power increase, DA-DN, change in trans. and main studio locations, for extension of completion date.

WIVI Christiansted, Virgin Islands—Mod. CP, as mod., which authorized new AM station, for extension of completion date.

License Renewal

Following stations request renewal of license:

WLBE Leesburg, Fla., WCOV-FM Montgomery, Ala. (informal request), and WSB-FM Atlanta (informal request).

March 18 Decisions . . .

BY FCC BROADCAST BUREAU

Granted Licenses

WMPA Aberdeen, Miss.—Granted license new AM station; 1240 kc, 250 watts, unl.

WAZL-FM Hazleton, Pa.—Granted license new FM station: 97.9 mc (Ch. 250); 7.6 kw; ant. 670 ft.

WINR Binghamton, N. Y.—Granted license covering change of facilities, installation of DA-DN, new trans. and change trans. location; cond.

WCMB Lemoyne, Pa.—Granted license covering facilities change, change in hours of operation and installation of DA-DN.

WKHK Hutchinson, Kan. — Granted license covering facilities change, change in hours of operation and installation of DA-DN.

Granted CP

WJBK-TV Detroit, Mich.—Granted CP to change ERP from 16.5 kw to 8.3 kw aur. to 3.0 kw vis. 1.5 kw aur., change trans. location, type of ant. and make other ant. changes.

Extend Completion Dates

WROS Scottsboro, Ala. — Granted mod. CP for extension of completion date to 6-30-52.

WSB-TV Atlanta, Ga.—Granted mod. CP for extension of completion date to 4-15-52.

KGDE Fergus Falls, Minn.—Granted mod. CP for extension of completion date to 9-29-52; cond.

WWVA - FM Wheeling, W. Va.—Granted mod. CP for extension of completion date to 5-30-52.

Following granted mod. CP's for extension of completion dates as shown:

WVOW Logan, W. Va., to 5-1-52, cond.; WVOW-FM Logan, W. Va., to 5-1-52; WELI-FM New Haven, Conn., to 10-10-52; KFVS-FM Cape Girardeau, Mo., to 8-25-52.

Granted Request

Mutual Bcstg. System, Chicago, Ill.—Granted request for cancellation of foreign program broadcast authorization to CKLW and other Canadian stations; effective Feb. 28.

To Remain Silent

WCAT Rapid City, S. D.—Granted authority to remain silent beginning 3-10-52 and ending 3-15-52 during which time regular instructional period will be suspended.

CORRECTION

In March 11 Actions (B•T, March 17) item relating to WICU corrected by FCC to read:

WICU (TV) Erie, Pa.—Granted STA to operate on commercial basis in accordance with current CP, except vis. trans. output power of 5 kw and aur. of 2.5 kw for period ending April 24, 1952.

ACTIONS ON MOTIONS

By Comr. Robert F. Jones

KTHT Houston, Tex.—Granted petition to conform application of Texas Star Bcstg. Co. (KTHT) to Commission's action, granting assignment of CP from partnership permittees to Roy Hofheinz as individual.

WGKV Charleston, W. Va.—Granted petition for extension of time to March 20 to file reply to exceptions to initial decision re its application and that of Capitol Bcstg. Corp. (WCAW), Charleston, W. Va.

WPIN Clearwater, Fla.—Granted petition to amend its application to request change in location of from Clearwater to St. Petersburg, Fla., and to specify new trans. site in lieu of present request to specify Clearwater-St. Petersburg as location of WPIN; application, as amended, removed from hearing and returned to processing line in accordance with filing date of original application.

By Hearing Examiner Elizabeth C. Smith

WSOC Charlotte, N. C.—Ordered that record in proceeding be closed.

By Hearing Examiner Leo Resnick

West Side Radio Tracy, Calif.—Granted petition for extension of time to

Allocations Supplement

BROADCASTING • TELECASTING will publish in complete text the *FINAL TELEVISION ALLOCATIONS REPORT*. Subscribers will receive the supplement without charge. Extra copies will be available, as long as the supply lasts, at $3 each.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

• TOWERS •
AM • FM • TV •
Complete Installations
TOWER SALES & ERECTING CO.
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DAVID & BARBEAU
TELEVISION PROJECT CONSULTANTS
STATION PLANNING and OVER-ALL GUIDANCE
P. O. BOX 996 SCHENECTADY, NEW YORK

CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
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26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
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There is no substitute for experience
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1052 Warner Bldg.
Washington 4, D. C.
National 7757

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C
Member AFCCE

McINTOSH & INGLIS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 4477
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
Member AFCCE

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE

KEAR & KENNEDY
1302 18TH ST., N. W. HUDSON 9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
1011 New Hampshire Ave., N. W.
Republic 6646
Washington 7, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1833 M St., N. W., Wash. 6, D. C.
Executive 1230—Executive 5851
(Nights-holidays, Lockwood 5-1819)
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N.W., Wash., D. C.
Phone ORdway 8071
Box 2468 Birmingham, Ala.
Phone 6-2924

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

GRANT R. WRATHALL
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 260 APTOS—3352
Member AFCCE

Member AFCCE

April 14 to file proposed findings in proceeding re its application.

By Hearing Examiner J. D. Bond

Gulf Beaches Bcstg. Co., St. Petersburg Beach, Fla.—Granted petition to amend application to specify operation with DA. Objections and exceptions of Hillsboro Bcstg. Co. (WEBK), Tampa, Fla., to order now noted of record and effective date of order for appeal purposes only shall be shown as release date of order—March 12.

By Hearing Examiner Fanney N. Litvin

WTOD Toledo, Ohio—Granted petition to amend application to reflect changes in stockholders, officers and directors occurring since hearing on non-engineering issues held in January, 1949, and on engineering issues ending in October, 1951; record in proceeding reopened for sole purpose of incorporating therein and making part thereof amendment and all facts and data set forth therein and thereupon record was closed.

March 18 Applications . . .

ACCEPTED FOR FILING

License for CP

WCHO Washington Court House, Ohio—License for CP, as mod., which authorized new AM station.

KUSD Vermillion, S. D.—License for CP, as mod., which authorized frequency change, power increase, change in operating hours, installation of DA, change in trans., etc.

Modification of CP

WARM Scranton, Pa.—Mod. CP, as mod., which authorized frequency change, power increase, installation of DA-DN, change in trans. location, for extension of completion date.

License Renewal

WBRC-TV Birmingham, Ala.—Renewal of license.

TENDERED FOR FILING

AM—1230 kc

WSAL Logansport, Ind.—CP to install synch. amp. at Peru, Ind., on 1230 kc with 250 w unl.

March 19 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WKEI Kewanee, Ill.—Mod. CP, as reinstated, which authorized new AM station, for approval of trans., studio and ant. locations, etc.

License Renewal

Following stations request renewal of license:

WJAM Marion, Ala., WMIK Middlesboro, Ky., WHBQ Memphis, Tenn., and WJLK-FM Asbury Park, N. J.

(Continued on page 91)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing. All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Salesman

TV-AM time salesman: Medium size, mid-western market. Compensation, both radio and television, commission basis. Prefer young man with good education, reasonable sales experience. Box 434M, BROADCASTING • TELECASTING.

If you think sales, breathe sales, sell sales, you're the man for us. Salary plus commission. Texas ABC station. Box 563M, BROADCASTING • TELECASTING.

Wanted: Immediate opening for experienced time salesman or will train person interested in selling radio time. Draw and commission basis. Car necessary. Midwest independent. Box 575M, BROADCASTING • TELECASTING.

Remarkable opportunity for advancement if you can sell, write copy and do some announcing. Virginia station wants experienced man immediately. Seventy-five dollars weekly to start. Box 576M, BROADCASTING • TELECASTING.

Salesman—New station in unscratched territory, has opening for energetic salesman. Length of experience secondary. Good earnings. Box 593M, BROADCASTING • TELECASTING.

Salesman with first class license. Good voice. Experience necessary. Salary, expense, commission. Excellent possibilities. Mail complete details. KCOG, Centerville, Iowa.

Salesman—Exceptional opportunity for man familiar small city operation. Complete charge local sales, copy and account service. Salary or salary and commission. Full application or personal interview. Immediate opening. KRLN, Canon City, Colorado.

Albuquerque is wide open for a good salesman. Unlimited opportunity. Delightful climate. Gracious living. Experienced salesmen send complete details including background and references to Keith Tye, KVER, Albuquerque, New Mexico.

Salesman—One who is capable of selling new accounts and keeping old ones. Must be able to sell ideas and time. Straight salary, pension plan, paid life and hospitalization insurance, paid vacation. Give qualifications and references first letter. Write Sales Manager, WJEF, Pantlind Hotel, Grand Rapids, Michigan.

Long established, ethical radio selling agency seeks topnotch telephone salesmen to sell local sponsors for outstanding shows. All work in east. Must travel. We employ high grade men only who sell hard but honestly. One team managership also open. Our men earn $7500 to $15,000 yearly. J. W. Miller Company, Guilford, Conn., phone 920.

Announcers

Key job for better than average experienced announcer with first class ticket. Pleasant small city upper midwest. Long established net affiliate. Low turnover. $75.00 and raises. Send audition and facts Box 183M, BROADCASTING • TELECASTING.

Wanted, experienced announcer-engineer for progressive southeastern city. Announcing ability-permanency most important. $70.00 per week and talent shows. Send photograph and disc first reply. Box 296M, BROADCASTING • TELECASTING.

Experienced announcer by Rocky Mountain area network station. Send full particulars, audition record and salary requirement first letter. Box 399M, BROADCASTING • TELECASTING.

Immediate opening for strong night announcer with network affiliate. Pay dependent on ability. Box 536M, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Here is a wonderful opportunity for a disc jockey who can build an audience and sell. We need a strong personality who wants to live in a medium sized midwestern city and become a part of one of the most progressive and effective radio operations in the country. Send full information, tape and picture, first letter. Box 546M, BROADCASTING • TELECASTING.

Combo-man, with first phone for permanent job with fulltime northeast independent. We've been enjoying the results of sound business operation for over two years. There is a good future here for a man who wants to settle down in a friendly community. Salary starts at $300 per month with regular increases. No floaters wanted. Box 564M, BROADCASTING • TELECASTING.

Announcer-engineer first class ticket, $65.00 to start. Southern network station. Opening immediate. Box 571M, BROADCASTING • TELECASTING.

Young announcer, promise more important than experience. Good working conditions and salary. Box 592M, BROADCASTING • TELECASTING.

Are you the one in a hundred who knows local news, how to get it and air it? A good position awaits you with a leading southeastern Michigan independent. Send details to Box 596M, BROADCASTING • TELECASTING.

Combo man for independent station in northern California. Hunting, fishing paradise. Unusual opportunity for good man. Permanent man only considered. KCRE, Crescent City, Calif.

Wanted: Combination announcer-engineer by fulltime Mutual affiliate. 40 hour week, $65.00 to start. 75 miles from Glacier Park, good hunting and fishing. Forward audition tape. KIYI, Box 185, Shelby, Montana.

Two announcers. Only those sending audition, photo, will be considered. KSCB, Liberal, Kansas.

Immediate opening for experienced announcer, strong on news. Send disc and particulars with first letter. KVAL, Brownsville, Texas.

Need combination announcer-engineer. Chance to earn extra money if interested in selling. Good salary. Mail details KWLM, Willmar, Minnesota.

Wanted, young college man to procure, write and announce local news plus standard newscasts. Moderate pay. Big opportunities. Apply WACA, Camden, S. C.

Radio announcer, preferably with 1st classs ticket. WBHF, Cartersville, Ga.

Kilowatt daytime station needs experienced announcer that's good on news and commercials. Salary depends on ability. Call, wire or write WDBL, Springfield, Tenn.

Need immediately, a combination engineer-announcer for network station in finest small city on east coast. Must be good morning man. Engineering schedule light. Call or wire WGAI, Elizabeth City, N. C.

Wanted: Immediate opening for experienced all-round announcer. Independent station located in fine summer resort area needs man who can do a good job. Send disc and all information in first letter to WHFB, Benton Harbor, Michigan.

250 fulltime Liberty affiliate in Florida needs combo man first phone, $75.00—40 hour. Must be sober, reliable with emphasis on announcing. Contact Chick Catterton, General Manager, WMMB, Melbourne, Florida.

Help Wanted (Cont'd)

Combination announcer - engineer wanted by fulltime Mutual affiliate in ideal western N. C. city. 44 hours, top pay, good working conditions. WPNF, Brevard, N. C.

Announcer-engineer. Excellent opportunity. Starting salary $75.00. Telephone Manager collect—Station WUSN, Charleston, S. C.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING • TELECASTING.

Immediate opportunity for first phone engineer. An NBC-ABC affiliate in Michigan, 40-hour, 5-day week, with salary advances every six months, by contract. Send background and reference information first letter. Box 317M BROADCASTING • TELECASTING.

First phone operator, no announcing. Experience not required. Starting salary $60 for 40 hours. Midwest, 250 watter. Box 539M, BROADCASTING • TELECASTING.

Chief engineer to take complete charge of midwest 5 kw directional. Excellent salary plus bonus. TV application filed. Send full particulars. Only qualified engineers apply. Box 545M, BROADCASTING • TELECASTING.

First class engineer wanted by 1000 watt AM independent near Chicago where you will enjoy living and working. Personal interview necessary. Box 577M, BROADCASTING • TELECASTING.

Engineer for 5 kw network in south. Must be experienced control operation and maintenance. $80 for 5-day forty hour week. Send full information first letter with photograph and sample of handwriting. Box 587M, BROADCASTING • TELECASTING.

Engineer—First ticket. Experience not necessary. Box 594M, BROADCASTING • TELECASTING.

Licensed engineers—With and without experience. See Lobdell Associates ad page 90.

Control operator, first class license. $55 a week to start. Send photo, references to KBIX, Muskogee, Oklahoma.

KGLO, Mason City, Iowa needs an engineer for recordings and remotes. Start at $59.40 for 40 hours. Permanent position. Immediate opening.

First class engineer-announcer. Progressive small city, good schools, College, permanent. KIRX, Kirksville, Missouri.

Chief engineer: Attractive proposition in Hawaii for experienced small station chief engineer capable of doing limited shift as combination man. Send full details, references and audition tape by air mail. KMVI, Wailuku, Maui, T. H.

50,000 watt RCA transmitter engineer needed for operation and maintenance. KRVN, Lexington, Nebraska.

Immediate opening engineer with first phone license or combination man. Apply WACA, Camden, S. C.

First class operator. $50 for 40 hours—$55 after 4 months. One week paid vacation. Guaranteed overtime will earn you $60-$70 per week. Car essential. Contact Chief Engineer, WCOJ, Coatesville, Penna.

Progressive station in friendly community has openings in engineering, announcing, and copy departments. Send full information first letter WDEC, Americus, Georgia.

Help Wanted (Cont'd)

First class engineer or engineer-announcer. State salary. Small town network station. WEKR, Fayetteville, Tennessee.

Engineer wanted. No experience necessary. Good pay. Great opportunity for right man. Apply WFLB, Fayetteville, North Carolina. All applications answered.

Immediate opening for engineer with first class license. WGNI, Wilmington, N. C.

Engineer, first class. Permanent employment where you will enjoy living and working. All new equipment. Good salary. Write for details. Radio Station WJER, Box 471, Dover, Ohio.

Illinois kilowatt wants first class engineer with announcing ability. Require personal interview. WKAN, Kankakee, Ill.

Wanted, operator to replace man stepping up to chief's job at another station. 60 dollars for 40 hour week. Liberal sick leave policy. WKPT, Kingsport, Tenn.

Engineers—First and second phone, interested in relocating or in beginning commercial careers in broadcasting. See Lobdell Associates ad page 90.

Wanted—Engineer, first phone, experience unnecessary, WLOK, Lima, Ohio.

First class engineer. No experience. Virginia network station. Contact Fred L. Hart, WLPM, Suffolk, Va.

Combination man wanted to assume chief engineer's duties at modern station in progressive southern town. Immediate opening with permanent future. Rush disc and salary requirements to WMFC, Montoeville, Alabama. $70.00.

Immediate opening for engineer, first class license. Transmitter duty only. Five day, forty hour week, $50.00. Permanent position. Send complete information first letter. WMSC, Columbia, South Carolina.

Operator with first class license, transmitter only. WNXT, Portsmouth, Ohio.

Engineer, 1st phone, experience unnecessary, permanent, $50.00 forty hours, overtime, car required. WPAG, Ann Arbor, Michigan.

Engineer needed, no experience necessary, immediate opening, WREL, Lexington, Virginia.

Engineer, first class ticket. Contact Victor Voss, WWCA, Hotel Gary, Gary, Indiana.

Wanted immediately, licensed engineer-announcer. WWNS, Statesboro, Georgia.

Engineers—Positions open now for stations throughout the nation. See Lobdell Associates ad page 90.

Production-Programming, Others

News voice, experienced, mature, authoritative, by eastern regional in 500,000 market. Send disc or tape and full details. Box 603M, BROADCASTING • TELECASTING.

Wanted—Program director for 1000 watt university educational station. Idea man with creative abilities and experience in script writing and production. Mature married man preferred, mid-western background, college degree, who enjoys working with college students. Some teaching duties required. Send disc, script and complete information to KUSD, Vermillion, South Dakota.

Wanted—Production director for 1000 watt university educational station. Position requires experience in production and script writing, announcing and supervision of student staff. College degree with midwestern background. Knowledge of all types of music desirable. Send disc, scripts and complete information to KUSD, Vermillion, South Dakota.

Television

Production-Programming, Others

TV comedy team needs writer. Box 589M, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Salesmen

Time salesman for television station in southeast. Old established outfit. TV experience desirable but not necessary. If you're a radio or newspaper salesman who thinks and will work diligently you can sell TV. Character and references must be tops to be member of our staff. If interested please give complete history of yourself and your sales experience. Every detail is important to us. We want the man who wants to work with us and become a citizen of our fine and growing city. Excellent climate, schools, churches, cultural atmosphere, college. $100 weekly and commission. We want our account executives to make $6500 and up. Send small photo. Box 528M, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

General manager, available, 18 years experience, sober family man, top record, will invest. Box 440M, BROADCASTING • TELECASTING.

Thoroughly experienced all phases AM-TV. Presently with major network station. Desire opportunity to help build and take over AM or TV operation. Can show many time and money saving proven plans. Will be at NARTB convention. Box 491M, BROADCASTING • TELECASTING.

General-commercial manager. Over 20 years experience, 2 years of television. Capable of handling management, sales and programming. Best of reference. Box 544M, BROADCASTING • TELECASTING.

Manager, proven record, long experience all phases; only interested in local operation Iowa or Minnesota. Box 549M, BROADCASTING • TELECASTING.

Radio-TV executive—18 years experience, desires challenging position. Background includes: Announcer-program director 5000 kw, general manager-owner 1000 kw, assistant manager, 1000 kw, Vice-President National Radio Representative Firm, executive vice-president radio and TV director national advertising agency. Know all FCC procedures, engineering. Constructed and established 1000 kw. Have unlimited contacts among national-regional accounts. Matured family man, age 38, three children. Box 599M, BROADCASTING • TELECASTING.

Available a manager with experience: after selling interest in small market station and working both small and large markets during 18 years of sales, production and administration in midwest, I'm ready to tackle any station. Compensation on ability and results only. If you need a sober family man, 7 years, with exceptional background let's get together at the NARTB in Chicago. Wire collect: Al Gale, 222 Bell Isle Blvd., St. Petersburg, Fla.

Salesmen

Midwest—Sales and sales promotion man in energetic thirties wants full-time sales challenge. No travel. Radio copy and visual layout experience. Know retailing. Programming and bookkeeping experience. For personal brief write box 530M, BROADCASTING • TELECASTING.

Fifteen years newspaper, radio; proven ability, university graduate, age 44; Texas preferred; now employed. Joe Reedy, 3316 Paseo, Kansas City, Mo.

Announcers

Sportscaster, baseball, football. Box-ing a speciality. 2 years experience. Single. Box 478M, BROADCASTING • TELECASTING.

Sportscaster, staff—Top grade, play-by-play all sports, news, three years experience, network employed, college graduate, highest references, tape available. Box 520M, BROADCASTING • TELECASTING.

Experienced announcer—Young, single, draft exempt, college degree, strong in all phases, operate console. Presently employed West Virginia Mutual affiliate. Desires permanent relocation in the east. Tape, photo, Box 552M, BROADCASTING • TELECASTING.

Wire staff position with midwest or southern station. Good DJ, newscaster and on interviews. Can write. Box 556M, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Girl, versatile, experienced DJ, women's and kiddies shows and on-camera TV commercials, seeks announcing position with progressive station. Box 554M, BROADCASTING • TELECASTING.

Staff announcer-disc jockey, 2½ years experience. Presently employed. Desires job on metropolitan station. Good solid commercial man. Excellent voice. Prefer midwest. Box 558M, BROADCASTING • TELECASTING.

Genuine newsman—background, experience and demonstrably saleable delivery, now doing news-and, wants strictly news job. Details and disc on request to Box 568M, BROADCASTING • TELECASTING.

Announcer—All phases but sport specialist. Desires permanency, opportunity. 4 years AA baseball, college, prep sports. 29 family, college. Box 569M, BRAODCASTING • TELECASTING.

Announcer, sportscaster, experienced. Married, veteran, exempt. Want sports minded station. Box 570M, BROADCASTING • TELECASTING.

Announcer with ticket wants to sell. 2 years experience as announcer-engineer. Prefer Washington, D. C. area, but will consider all replies. Box 574M, BROADCASTING • TELECASTING.

Announcer, camera, boom operator. Age 25, single will travel, ad lib. Prefer station being television affiliate. Familiar with CBO. Full knowledge of editing and integrating film into live television shows. Box 581M, BROADCASTING • TELECASTING.

Staff announcer, single, veteran, 29, college graduate. Six months experience. Can handle board, sports. Will go anywhere. Box 586M, BROADCASTING • TELECASTING.

Staff announcer—nine years experience. Special events and news, comprehensive background in music. Intelligent ad libbing. Married, 27 years old. University graduate. Available for live audition, interview. Excellent references. Box 591M, BROADCASTING • TELECASTING.

Announcer, 2 years experience all phases, deejay, good on news, commercials excellent, veteran, 25, single. Available immediately, audition tape-photo. Information on request. Box 597M, BROADCASTING • TELECASTING.

Available. A good man for a good station. Big or small. Experience as announcer all phases with a good knowledge in sales to back it up. College degree. Box 600M, BROADCASTING • TELECASTING.

Announcer and control board operator. Experienced over N. Y. station. Sports, news and top hillbilly DJ. Draft exempt, single. Disc and photo. Box 601M, BROADCASTING • TELECASTING.

Top local news, metropolitan newspaper, 250W, 5kw experience, plus talent, enterprise, hard work. Want permanent news job with variety, opportunity. Also play-by-play all sports. Family, draft exempt. Box 602M, BROADCASTING •TELECASTING.

Announcer. Some experience. Good news, disc jockey, writer and board man. Graduate Pathfinder Radio School, Kansas City. Junior college graduate. Single. All offers considered. Will travel. Colored. Edward Love, 2505 Morton, Parsons, Kansas.

Young man, no experience, good voice desires job announcing. Southeastern area. Disc available. John McCarthy, 1226 N. Lincoln Street, Arlington, Virginia, Glebe 1569.

Technical

Chief engineer seeks position with employer who expects top performance and willing to pay for same. 17 years experience. Best references. Box 228M, BROADCASTING • TELECASTING.

Combination man—plenty experience, including chief. Permanent Arkansas-Louisiana area only. Prefer agricultural community. $80.00 minimum. Box 515M, BROADCASTING • TELECASTING.

Engineer desires chief small east coast outlet, 32, single, permanent, 13 years electronics including 5½ years FM-AM directional 250 to 5 kw. References and experience on request. Box 551M, BROADCASTING • TELECASTING.

Excellent voice, first phone, eighty-five weekly, forty hours, five days. Box 557M, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

First class engineer. Four years experience. Will travel. Write Box 561M, BROADCASTING • TELECASTING.

Experienced studio and transmitter engineer desires employment in southern California station. Box 572M, BROADCASTING • TELECASTING.

Engineer-announcer desires change. Now employed as 250 watt chief engineer. Box 578M, BROADCASTING • TELECASTING.

First class engineer. Experienced. Desires job in New York city area. Box 580M, BROADCASTING • TELECASTING.

First phone with 2 years experience in AM & FM. Studio or transmitter. Now employed. Draft exempt. Prefer midwest. Box 582M, BROADCASTING • TELECASTING.

Engineer, 3 years experience. Past 6 months as chief engineer. Married, draft exempt, no combination. Box 585M, BROADCASTING • TELECASTING.

Radio telephone operator first class license. No experience. TV-radio repair experience. 3 years schooling. Box 590M, BROADCASTING • TELECASTING.

Engineer, 1st phone. No announcing. 1½ years experience AM-FM. Box 598M, BROADCASTING • TELECASTING.

Radio telephone operator 1st class license, no experience, willing to travel. Harry Kraft, 1037 Creger Avenue, Union, New Jersey.

Transmitter engineer, experience AM, FM, remotes, etc. Available for California station. Draft exempt, permanent. Stan Thatcher, 318 Roosevelt, Fresno 1, Calif.

Radio telephone operator, first class. No experience. TV-radio repair experience. 3 years schooling. John Vlasis, 623 East 169th Street, New York City, New York.

Production-Programming, Others

Thoroughly experienced news editing, play-by-play sports, staff work, creative dramatic productions seeks PD connection progressive northeast station. Box 606M, BROADCASTING • TELECASTING.

Continuity writer—2 years experience. Young, single, draft exempt. Locate near metropolitan center. Box 514M, BROADCASTING • TELECASTING.

News editor eastern regional. Seeks advancement. Newscaster, reporter, newspaper background. NARND. Box 524M, BROADCASTING • TELECASTING.

Publicity - promotion, currently New York movie exploitation; background: radio sports, sales, programming; TV workshop; packaging agency. College grad, 27, consider combination position, anywhere. Box 562M, BROADCASTING • TELECASTING.

Continuity writer currently with large midwestern TV station seeks similar job northeast. Also experience all phases AM. College grad. Box 604M, BROADCASTING • TELECASTING.

Capable young woman, 5 years experience in radio copywriting, desires position with advancement opportunities. Not necessarily radio, interested in other mediums, too. Complete information at your request. Box 595M, BROADCASTING • TELECASTING.

News director currently employed seeks newsroom in New York metropolitan area. Thoroughly experienced in gathering, editing, writing, air work. Age 28, college grad. Box 605M, BROADCASTING • TELECASTING.

Vet, draft exempt, available immediately. Sports director four years, experience all phases of sport. Will travel and sell. Send full details first letter. Contact Bob French, 8817 Houston, Chicago 17, Illinois, phone 1-3694.

Radio or television production assistant. Young man 24, two years college and advertising experience. Ray Griffin, 1515 W. Monroe, Chicago 7, Illinois.

Television

Technical

Young man, recent graduate of TV technical school, trained on all phases of TV studio operations, seeking TV studio technician's job. Box 566M, BROADCASTING • TELECASTING.

5 years television, 12 years radio. Desire to locate in Ft. Lauderdale, Florida area. Box 583M, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Production-Programming, Others

RCA and SRT grad, trained in TV production, floor and control room operator. Vet, age 24, Box 556M, BROADCASTING • TELECASTING.

Television studio apprentice wants to join your organization. Experience and knowledge in music, theatre, photography. Box 559M, BROADCASTING • TELECASTING.

Experienced—I'm your man, draft deferred, travel, perform all operations in television, programming, cameraman, film, all offers considered. Box 565M, BROADCASTING • TELECASTING.

Experienced in one of the east's largest markets. Thoroughly trained in camera operation, boom, directing, copy writing, films. Desire connection with aggressive television station or agency. Veteran. Box 579M, BROADCASTING • TELECASTING.

For Sale

Stations

Western station 250 watts. Ideal town of 12,000. $40,000 with terms. Box 550M, BROADCASTING • TELECASTING.

Equipment, etc.

For sale: One RCA 50 kw transmitter type 5A-50 B. Has been modified to keep pace with the rigid requirements of the FCC in the present day broadcasting standards. Is still operating 20 hours per day. If in need of well maintained, high power radio transmitter, this is your chance to get a bargain. Your inspection solicited. Box 347M, BROADCASTING • TELECASTING.

Three complete R M C Universal reproducer groups with equalizers, arms, heads and rests. Very good condition $100.00. Box 573M, BROADCASTING • TELECASTING.

For sale, F.O.B. Memphis, Tenn., 170 foot Wincharger Tower, only slightly used. In excellent condition, complete with insulators. Best offer gets it, as owner has withdrawn application for C.P. Write Box 584M, BROADCASTING • TELECASTING.

Western Electric FM-506-B 10 kw amplifier never been uncrated. Also 503-B 1 kw Exiter now in use. Make offer. Box 607M, BROADCASTING • TELECASTING.

A 300 foot Andrew 2 inch angle wrought iron tower. Offers accepted for quick disposal. All other equipment sold from previous ad. KGKB, Tyler, Texas.

Three Western Electric 9-A heads and arms complete with filters, $100 each or $270 the lot. Two heads just overhauled, third in good operating condition. Radio Station KVAN, Vancouver, Washington.

For sale: 3400 pounds No. 10 copper ground wire. Immediate shipment. WEKR, Fayetteville, Tennessee.

G. R. modulation monitor as is $75.00. 2 W. E. head, arms and filters, good shape; make offer. WGCM, Gulfport, Miss.

For sale: Tower — 220.2 foot Truscon, triangular and self-supporting, with A-3 lighting. Not new but in excellent condition. Direct replies to WINR, Binghamton, New York.

Fairchild model 200 3-way transcription arms, new. List $65.00; $45.00 each: $80.00 pair. UTC Huperm, Ultra-compact and CG broadcast transformers 40% off regular net price. Crum Sound. 751 N. Central Ave., Chicago.

Wanted to Buy

Equipment, etc.

Wanted: 1 kw AM transmitter. Antenna tuning unit, flasher and photoelectric control. Box 805L, BROADCASTING • TELECASTING.

RCA turntable model 70-C or 70-D. Please state price and type pickup and filter. Box 461M, BROADCASTING • TELECASTING.

Wanted, used Minitape Recorder. Send inquiries to Post Office Box 608, Ann Arbor, Michigan.

Wanted—Collins 37M4 FM ring antenna mounted on 3⅛" line. Chief Engineer, WDNC, Durham, N. C.

Wanted — FM frequency modulation monitor. Prefer Hewlett-Packard 335-B. State condition, type and price. WDSC, Dillon, S. C.

Wanted: 250 watt AM broadcast transmitter. State price, condition and frequency last operated on. Chief Engineer, WHHH, Warren, Ohio.

Wanted to Buy

Wanted, about 800 ft. 1⅝ transmission line, also FM frequency and modulation monitors. Contact Chief Engineer, WPFB. Middletown, Ohio.

Help Wanted

Salesmen

Sales Promotion Man
wanted for major Eastern television station. Must have solid AM background. College preferred. Knowledge sales promotion, advertising, statistics, market analysis, etc., a must. Salary in excess $6000. Send personal data and late photograph to Box 521M, BROADCASTING • TELECASTING.

Announcers

NEWSMAN

FOR CBS Affiliate in a quarter of a million market above average, experience, able to gather, write and air material. Station has good news reputation. Full details first letter.

Send tape. WQUA, Moline, Illinois, one of the Quad Cities.

Technical

CHIEF ENGINEER
and
Two Operators

for 1000 watt regional network station. Openings immediate. Box 567M, BROADCASTING • TELECASTING.

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

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RELIGIOUS PROGRAMMING POPULAR

WKY-AM-TV Devotional Shows Prove Merits

APPEARING on panel during a Your Bible *telecast are (l to r) Rabbi Israel Chodos, Msgr. J. M. Connor, Rev. G. Raymond Campbell, Rev. Horace Casey and Rev. Ken Abernathy*

* * *

TWO NEW religious programs have evoked enthusiastic response and have proven to WKY-AM-TV Oklahoma City that such programming need not be limited to sermons, hymns and scripture readings.

Entertaining as well as inspirational, the new shows are *Pastor's Bible Quiz*, aired 8:30 p.m. Friday over WKY, and *Your Bible*, presented on WKY-TV at 5:30 p.m. Sunday.

Panels for the shows are composed of lay leaders and representatives of the three major faiths. Queries are submitted by the audience.

From listeners' and viewers' letters—more than 200 a week—WKY officials deduce that a good portion of the shows' popularity may be traced to the audience reaction that they are not being lectured.

Approval stems also from the fact that each show is actually planned with audience suggestions and questions as guideposts. Even criticism of the shows has for the most part been gratifying, the general complaint being that the half-hour shows are too brief.

Much enthusiasm has been exhibited also for the WKY-TV sign-on program, *The Pastor's Study*, an informal devotional period. This show is conducted by the Rev. R. T. Williams, Oklahoma City minister. A large segment of viewers feel that watching this show "is an ideal way to begin the day."

As *The Singing Pastor*, the Rev. Williams also presents a series of daily broadcasts and a weekly telecast, which, unlike other religious programs carried by the stations, are sponsored.

The Singing Pastor telecast follows *Your Bible*. Many viewers feel that the two programs "make an excellent preparation for evening church services."

In addition, Sunday morning church services are carried over both stations. NBC-TV's *Frontiers of Faith* and CBS-TV's *Lamp Unto My Feet* also are telecast by WKY-TV.

Schools

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SRT-Radio
AMERICA'S OLDEST BROADCASTING SCHOOL
Intensive full or part time
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School of Radio Technique
RKO Bldg., Radio City, New York 20, N. Y.
228 South Wabash Ave., Chicago 4, Illinois.

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NATIONAL NIELSEN RATINGS
TOP RADIO PROGRAMS
(Total U. S. Area, Including Small-Town Farm and Urban Homes—and including Telephone and Non-Telephone Homes)
EXTRA WEEK
February 10-16, 1952
EVENING, ONCE-A-WEEK
NIELSEN-RATING*

Current Rank	Program
1	Amos 'n' Andy (CBS)
2	Lux Radio Theatre (CBS)
3	Jack Benny (CBS)
4	Charlie McCarthy (CBS)
5	People Are Funny (CBS)
6	Dragnet (NBC)
7	Our Miss Brooks (CBS)
8	Fibber McGee and Molly (NBC)
9	You Bet Your Life (NBC)
10	Dr. Christian (CBS)

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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TV VS. SPORTS GATE

Rose Cites Lower Receipts

BURT ROSE, athletic publicity director, U. of Washington, has commented that the university experimented with TV during the last four basketball seasons and that results have shown an attendance decrease at telecast games.

The university is not "out to block" television, Mr. Rose said, but is concerned with protecting gate receipts. The present $1,000 received by TV rights covers a drop in attendance of about 75 paid admissions but this is not adequate to cover actual loss, he added. An observer said that this might indicate a higher fee for television rights next season.

Radio Pioneers

OFFICIAL ballots for the election of officers of Radio Pioneers for 1952 were mailed to members last week by the organization's nominating committee, whose chairman is William S. Hodges, NBC vice president. As no competitive nominations were made, the following nominees presumably will be elected in the mail voting, which concludes April 2: J. R. Poppele, WOR New York, president; Paul W. Morency, WTIC Hartford, first vice president; Arthur B. Church, KMBC Kansas City, vice president; Martin Campbell, WFAA Dallas, vice president; Raymond Guy, NBC, vice president; O. H. Caldwell, Caldwell-Clements; vice president; Charles A. Wall, BMI, vice president; Samuel R. Dean, CBS, secretary; James E. Wallen, MBS, treasurer.

WANTED
ENGINEERS
Audio and/or Video

OPENINGS for Sr. and Jr. Engineers to engage in audio and/or video system design, measurement, test and development work.

QUALIFICATIONS:
E.E. or B.Sc. degree in communications or electronics and engineering experience in audio, video or allied fields.

LOCATION:
New York City, N. Y.

APPLICATIONS:
Please send or bring resume to:

ROOM 1201
485 Madison Ave.,
New York City 22, N. Y.

CBS TELEVISION DIVISION
CBS, INC.

An Invitation . . . . . **. . . . . to meet our general manager at the NAB Convention (or elsewhere)**

WITHIN two years, this man tripled the market value of our station . . . nearly doubled its gross . . . vastly increased its audience . . . expanded its selling area . . . enables us now to sell our station at a profit after coming out of the red and into solid black. He has proved himself beyond question as to ability, drive, stability and integrity, built on a varied background of nearly 12 years in several phases of this business.

WE think he would make a valuable man as general manager . . . sales manager . . . or key executive in an organization with room to grow or one that wants to hold its leadership. Arrange for interview at NAB convention or elsewhere. Replies confidential, direct to president of corporation, Box 608M, BROADCASTING • TELECASTING.

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH MARCH 20

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,336	2,318	93	321	220
FM Stations	636	573	81	7	10
TV Stations	108	93	15	519	183

(Also see Actions of the FCC, page 86.)

Docket Actions . . .

DECISION AND ORDER

Cleveland, Ohio—WGAR Bcstg. Co. FCC granted CP for Class B FM station on 99.5 mc (Ch. 258) with ERP of 20 kw and antenna height above average terrain 500 ft.; condition. FCC also granted petition to withdraw exceptions filed by WGAR to proposed decision in this proceeding and adopted same, insofar as it concerns WGAR application, as FCC decision. Decision March 5.

OPINION AND ORDER

Baton Rouge, La.—KJAN Bcstg. Co. FCC denied petition filed by KJAN for further hearing and reconsideration of FCC decision of Dec. 7, 1951 [FCC ROUNDUP, Dec. 17, 1951]. This decision denied application of KJAN for new AM station on 910 kc, 5 kw, fulltime, and simultaneously granted application of Air Waves Inc. for CP to change frequency and power of WLCS Baton Rouge from 1400 kc, 250 w, to 910 kc, 1 kw, fulltime; conditions.

Non-Docket Actions . . .

AM GRANTS

Redmond Bcstg. Co., Redmond, Ore. Granted 1240 kc, 250 w, fulltime. Estimated construction cost $7,800. Equal owners are Harold W. Sinneton, secretary-treasurer and 34% owner KTEL Walla Walla, Wash., and Gordon Allen, president and owner KGAL Lebanon, Ore. Engineering conditions. Granted March 20.

Hurricane Bcstg. Service, Fort Pierce, Fla.—Granted 1330 kc, 1 kw, daytime. Engineering conditions. Granted March 20.

FM GRANTS

Florence Bcstg. Co., Florence, Ala.—Granted 98.3 mc (Ch. 252), ERP 250 w, 66 ft. antenna; conditions. Estimated construction cost $2,850, first year operating cost $3,000, revenue $3,000. Permittee is licensee of WJOI Florence. Granted March 20.

WGAR Bcstg. Co., Cleveland, Ohio—Granted 99.5 mc (Ch. 258), ERP 20 kw, 500 ft. antenna; condition. Permittee is licensee of WGAR Cleveland. Granted March 20.

Temple U., Philadelphia — Granted 90.1 mc (Ch. 211), 10 w, non-commercial educational. Estimated construction cost $27,513. Application filed by Prof. John B. Roberts, director of radio, on behalf of Temple U. Granted March 11.

TRANSFER GRANTS

KMO Tacoma, Wash. — Granted assignment of license from Carl E. Haymond to KMO Inc. Change from individual to corporation only. Granted March 18.

KIT Yakima, Wash.—Granted assignment of license from Carl E. Haymond to KIT Inc. Change from individual to corporation only. Granted March 18.

KVOB Alexandria, La.—Granted assignment of license from Central Louisiana Bcstg. Co. to KSYL Inc. for $56,000 subject to condition that assignment not be consummated until assignee divests itself of all interest in KSYL Alexandria. Assignee is licensee of KSYL. Granted March 20.

WRAC Racine, Wis.—Granted assignment of license from Belle City Bcstg. Co. to WRAC Inc. for an annual rental of $10,000 for six years with option to purchase for $60,000. Granted March 20.

KPRL Paso Robles, Calif. — Granted assignment of license from Leslie Henry Hacker to Dale J. Schwartz and Bernard Schwartz, d/b as Radio Station KPRL, for $25,000. Dale J. Schwartz is chief engineer and manager of KPRL and chief engineer of KVEC San Luis Obispo, and Bernard Schwartz is radio, television and magazine free-lance writer. Granted March 20.

KMBL Junction, Tex.—Granted assignment of license from Callan Graham and James E. Calhoun, d/b as Kimble County Bcstg. Co., to Farrell M. Brooks and Norma Sue Brooks for $8,000. Mr. Brooks is employed by WMBL and owns 20% interest in KEVA Shamrock, Tex. Mrs. Brooks, his wife, is a housewife. Granted March 20.

WWXL Peoria, Ill.—Granted involuntary assignment of license from Central Illinois Radio Corp. to William H. Young and Carl B. Horine, receivers in bankruptcy; no monetary consideration. Granted March 20.

KWBB Wichita, Kan. — Granted relinquishment of positive control by Max, Louis and John Levand to John Hall through transfer of 53 out of 153 shares of stock for $5,300. Mr. Hall is manager of KWBB. Granted March 20.

WMRC-AM-FM Greenville, S. C. — Granted relinquishment of positive control by the Jolley family to Wilson Wearn and 16 other individuals, none to hold more than 2.77% of stock, for purposes of adding capital to provide for filing application for television station. Consideration, for 20% of stock, $74,000. Granted March 20.

WAAM (TV) Baltimore, Md.—Granted relinquishment of positive control from Ben Cohen, Herman Cohen and Herbert Levy, voting trustees, to N. C. Kal, et al. No monetary consideration. Granted March 20.

WAUX Waukesha, Wis. — Granted transfer of control from Carl Taylor to Charles E. Williams and Norman E. Schley for $35,000. Mr. Williams is sales manager of WAUX and Mr. Schley is a CPA in Waukesha. Granted March 20.

WSWN Belle Glade, Fla. — Granted transfer of control to Mary M. Foy, Ralph L. Pipes, et al., through transfer of 25% stock interest for $7,500 from Reeder, 20% stockholder of assignee corporation, sever all connections with KXLA Pasadena. Mr. Reeder has withdrawn from Consolidated Bcstg. Co.

Allocations Supplement

BROADCASTING • TELECASTING will publish in complete text the *FINAL TELEVISION ALLOCATIONS REPORT*. Subscribers will receive the supplement without charge. Extra copies will be available, as long as the supply lasts, at $3 each.

Tom Watson Jr. Mr. Watson is entering missionary service in Japan. Granted March 20.

WOBT Rhinelander, Wis. — Granted transfer of control from John R. and Jane R. Tomek, Sue Tomek Sollaza and George A. Richards to N. Folke Becker, James Cleary, Clyde Estabrook and C. A. Richards for $53,333.33 for 80% of stock. Granted March 20.

KBNZ La Junta, Col.—Granted transfer of control from William W. and Hortense D. Shepherd and Charles E. Zimmerman to R. D. Gerken, Myron S. Morrison and A. B. Crichton Jr. for $30,000 for 100% of stock. Mr. Gerken is general manager of WCRO Johnstown, Pa.; Mr. Morrison is manager, Sears, Roebuck & Co., Johnstown, president and 50% owner of Pyle Motor Co., Rome, N. Y., and president and 20% stockholder of Copper City Realty Co., Lititz, Pa., and Mr. Crichton is vice president of Johnstown Coal & Coke Co., secretary of The Crichton Co. (coal mining and mining equipment), Johnstown, director of Super Service Motor Freight Co., Nashville, Tenn., and director of Penvir Realty Co., Johnstown. Granted March 20.

WWCO Waterbury, Conn. — Granted transfer of control from M. G. and M. H. Meyers and Ruben E. Arenheim to William G. Wells, Marinus Koster and R. Sanford Guyer for $75,000 for 100% of stock. Mr. Wells is owner of WMOA Marietta, Ohio; Mr. Koster is a CPA, Washington, and partner with his wife in Koster Adv. Agency, Washington, and Mr. Guyer is manager of WMOA Marietta. Granted March 20.

KALI Pasadena, Calif.—Granted request to delete condition attached to consent on Nov. 7, 1951, to assignment of license [FCC ROUNDUP, Nov. 12] from John H. Poole to Consolidated Bcstg. Co. Condition was that Jack

New Applications . . .

TV APPLICATIONS

Austin, Tex.—Texas Bcstg. Co., Ch. 7 (174-180 mc), ERP 200 kw visual, 100 kw aural, antenna height above average terrain 486 ft. Estimated construction cost $340,711.61 (for 100 kw station), $504,291.61 (for 200 kw station), first year operating cost $250,000, revenue $200,000. Applicant is licensee of KTBC Austin. Filed March 17.

Storm Lake, Iowa—Cornbelt Bcstg. Co., UHF Ch. 34 (590-596 mc), ERP 18.3 kw visual, 9.15 kw aural, antenna height above average terrain 403 ft. Estimated construction cost $160,000, operating cost and revenue not estimated. Applicant is licensee of KAYL-AM-FM Storm Lake. Filed March 19.

Boston, Mass.—E. Anthony & Sons, UHF Ch. 50 (686-692 mc), ERP 200 kw visual, 100 kw aural, antenna height above average terrain 540 ft. Estimated construction cost $434,664.90, first year operating cost $258,100, revenue $100,000. Applicant is licensee of WNBH and WFMR (FM) New Bedford, Mass., and WOCB-AM-FM West Yarmouth, Mass. Filed March 20.

AM APPLICATIONS

Lubbock, Tex.—Hub Bcstg. Co., 1460 kc, 500 w, daytime; estimated construction cost $14,250, first year operating cost $40,000, revenue $55,000. Equal partners are: R. Briggs Irvin, attorney; J. C. Sanders, owner Lubbock Tailoring Co.; Rolan C. Simpson, partner with Avinger Lumber Co.; Wayne D. Tibbs Jr., program director for KSEL Lubbock, and James G. Jarrett, accountant and traffic manager for KSEL. Filed March 14.

Fresno, Calif.—Griffin-Schacht Bcstg. Co., 1340 kc, 250 w, fulltime; estimated construction cost $13,702.77, first year operating cost $66,000, revenue $84,000. Equal partners are John E. Griffin, partner in law firm of Griffin & Cardozo, Modesto, and 25% owner of KMOD Modesto, and John H. Schacht, general manager of KMOD. Filed March 18.

Corpus Christi, Tex. — Charles W. Balthrope, 1150 kc, 1 kw, daytime; estimated construction cost $51,650, first year operating cost $90,000, revenue $90,000. Applicant is licensee of KITE San Antonio. Filed March 18.

TRANSFER REQUESTS

KELO Sioux Falls, S. D.—Transfer of control from Midcontinent Bcstg. Co. to Edmond R. Ruben, owner of theatre chain in Minnesota and South Dakota; N. L. Bentson, stock interest in WMIN St. Paul, and Joseph L. Floyd, theatre operator and originator of *Blind Date* radio-TV program. Consideration $279,400 for 100% of stock. Filed March 18.

Motorola Income

SALES of Motorola Inc. for 1951 totaled $135,285,086 and net earnings were $7,289,102, or $8.29 a share, the radio-TV set firm reported last week. Second best year in its history, 1951 was exceeded only by 1950 in which year Motorola sales totaled $177,104,669 with net profit $12,809,247, or $14.56 a share.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Rush

HAMBONE

On Records: Jo Stafford-Frankie Laine—Col.; Phil Harris-Bell Sisters—Vic.; Tennessee Ernie—Cap.; Tommy Dorsey—Dec.; Red Saunders—Okeh.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

FCC Actions

(Continued from page 87)

March 20 Decisions . . .

COMMISSION EN BANC

Granted 1550 kc

WHBS Huntsville, Ala.—Granted CP to change from 1490 kc, 250 w, unl., to 1550 kc, 1 kw-LS, 500 w-N, DA-2, cond.

Designated for Hearing

Venango Bestrs., Franklin, Pa., and Sylvia T. Rennekamp, Corry, Pa.—Designated for hearing in consolidated proceeding applications of Venango and Rennekamp, both requesting new stations on 1370 kc, 500 w-D.

Jerrell A. Shepherd, Jefferson City, Mo., and KMMJ Inc., Columbia, Mo.—Designated for hearing in consolidated proceeding application of Shepherd for new station on 950 kc, 1 kw-D, with that of KMMJ Inc. for new station on same frequency with 5 kw-D; made WTAD Quincy, Ill., party to proceeding with respect to application of KMMJ Inc. only.

Extended Authority

WTBK Knoxville, Tenn.—Upon petition granted extension of temporary authority to operate WIBK on 800 kc, 1 kw-D, to May 1, 1952, on condition that further requests for extension of this temporary authority will be considered on showing by petitioner that its proceeding diligently with prosecution of its appeal to Supreme Court.

KWBU Corpus Christi, Tex.—Granted extension of authority to continue present operation on 1030 kc, 50 kw-D for period ending June 15.

Denied SSA

WKVM San Juan, P. R.—Denied application for special service authorization to operate on 810 kc with 10 kw-N, 1 kw-D, unl., DA-2.

License Renewal

Granted renewal of licenses of following stations on regular basis:

WLYN Lynn, Mass.; WAIM and WCAC-FM Anderson, S. C.; WACL Waycross, Ga.; WHBS Huntsville, Ala.; WGR Bainbridge, Ga.; WMJM Cordele, Ga.; WMOG Brunswick, Ga.; WRAG Carrollton, Ala.; WRLD Lanett, Ala; WTBF Troy, Ala.; WWNS Statesboro, Ga.; WXEL (TV) Parma, Ohio; WDEL-TV Wilmington, Del.; WTAR-TV Norfolk, Va.; WTOP-TV Washington, D. C.

Reinstate CP

KOKX-FM Keokuk, Iowa — Granted application for reinstatement of expired CP for FM station, bearing expiration date of three months from date of grant.

Granted CP

WLAG-FM LaGrange, Ga. — Granted CP to change ERP from 1.3 kw to 2.3 kw and ant. from 120 ft. to 180 ft.

WNAC-FM Boston, Mass. — Granted CP to change antenna from 460 ft. to 490 ft.

Radio No Sitting Duck

(Continued from page 23)

the whole media evaluation problem on the line last week as they showed results of a just-completed study. This study shows what advertisers, agencies and media want most to learn about their industry.

Speaking at a session billed as "Advertising White Hope," Fred Manchee, executive vice president of BBDO, and Henry Schachte, director of advertising, Borden Co., told what the foundation plans to do in its effort to step up advertising's effectiveness.

Mr. Manchee, as chairman of the ARF project committee, told about the group's findings.

Basic in all research, Mr. Manchee said, is "validation." Otherwise the data will not be accepted as reliable and unbiased, he pointed out in announcing results of the ARF survey.

Now, he said, ARF has enough subscribers to go ahead. The projects committee reached first decisions just a few days ago, deciding to ask the ARF board to consider four projects—two of them long-range and two short-range.

Projects to Study

First the committee wants ARF to study "accurate measurement of magazine ad readership," in line with the historic lack of facts on how many people actually read individual publication advertising.

Second major project recommended by the committee is a "study of radio-television ratings services." ARF definitely would not go into the radio-TV ratings business, Mr. Manchee said, since this is illegal. Rather it would try to get the answers to the industry's constant questions about present radio-TV methods and techniques, without attempting to prove that there is one best service.

With these facts, Mr. Manchee said, advertisers would be better able "to interpret the data we are now getting and, in addition, might possibly lead to improvement of some of the techniques presently being employed."

Recalling the report prepared last year by the special test survey committee in which a field test of broadcast research techniques was advocated, Mr. Manchee said the ARF project promises to take the matter "out of the conversation and into the action stage."

The special test committee had been set up following an advertisement inserted in BROADCASTING • TELECASTING by Stanley G. Breyer, KJBS San Francisco. This ad pointed to the confusion in broadcast research and proposed pitting respective techniques against each other. The report was made last year, with Dr. Kenneth H. Baker as committee chairman.

One of the most serious problems facing those who control advertising purse-strings, Mr. Manchee said, is the high and rising cost of television. Describing TV as "a great advertising medium," he asked "how great" in the light of its cost. He contended research has an obligation to the industry to do its part in helping get the answer. "Work has been done in this area," he added, "but perhaps there is need for a truly objective study under ARF auspices."

ON DRAWING BOARD, this is what the CBS Television City will look like when it is completed. Plant, covering 15 Los Angeles acres, is slated to begin broadcast operations in October. Initial unit will house four studios, three rehearsal halls in the section at right. Glass-fronted four-story unit at left will serve as administration building. Ramp encircling second story of studio area will be used to transport scenery that is designed and constructed in shops in the far end of the administration building. Project will cover 35 acres when other buildings are added.

Mr. Manchee called for support of the ARF project, explaining that 122 subscribers have paid $125,000 to start it rolling. This sum was provided as follows: 55 agencies, $51,400; 45 advertisers, $41,300; 20 media members, $17,400; ANA and American Assn. of Advertising Agencies $7,500 each. CBS is the only radio member.

As new members come in, he promised, new research studies will be undertaken. "The foundation can be our most important single vehicle for the improvement of advertising," he declared. Its primary objective is to make advertising dollars "work harder, and then harder."

ARF's new figures on what its subscribers want projects in this order: Media, agencies and advertisers mention research techniques first in importance; media evaluation second; advertising craftsmanship third, and economic-market data fourth.

Breaking down the findings by voting on specific items, he said 72% want accurate measurement of magazine ad readership; 65% want a study of radio-TV ratings services; 62% want magazine audience characteristics and duplication study; 55% are concerned about the effect of TV on magazine and/or newspaper reading; 54%, study of effectiveness of recognition technique; 50% want a manual on copy testing and research methods. These were the principal projects desired by members.

Besides the magazine readership and radio-TV research studies which are major projects, the ARF committee has also recommended two short range projects—analytical tabulations of findings from continuing studies and a study of advertising expenditures related to sales and national income. Subcommittees are drafting objectives for all four of the immediate projects.

The ARF committee survey of wanted projects showed that agencies want the radio-TV ratings evaluation most of all. Agencies rated the study of TV's effect on magazine and/or newspaper reading seventh. Media, on the other hand, are most anxious for the TV impact study in relation to magazine and newspaper reading. Media ranked the radio-TV ratings study fifth. Advertisers want magazine ad readership most, followed by magazine audience characteristics, recognition technique, radio-TV ratings, and TV impact on magazines and newspapers.

Chairman of ARF is B. B. Geyer, of Geyer, Newell & Ganger. Vice chairman is Mr. Schachte. Arno Johnson, J. Walter Thompson Co., is chairman of the ARF technical committee. A. W. Lehman is ARF managing director.

Story of 'White King'

In a discussion of ways to make small ad budgets combat "the giants," Robert C. Temple, executive vice president of Raymond R. Morgan Co., Los Angeles, told the story of White King Soap, a West Coast product that has gained tremendous acceptance against the competition of large numbers of other soap products and detergents by concentrating on radio.

Starting 13 years ago, the Morgan agency entered radio with the Frank Hemingway news program, blanketing 11 western states.

"People don't listen to networks but to what they want to hear," Mr. Temple said. With its small budget, he added, White King sells one out of every six or seven packages of soaps and detergents in its area. The agency does not use a great deal of newspaper space for White King, he added.

In his address to the radio-TV session Friday afternoon, Mr. Fellows challenged those who fear for radio's future, suggesting it actually is underpriced. "This much at least seems to be evident," he said, "confirmed by all of the acceptable studies which have been made, by the manufacturers who know the set distribution picture and from the testimony of radio broadcasters who are enjoying one of their greatest first quarters in the industry's history—that the bell is not tolling for radio by any manner of means."

Many TV stations are owned by veteran radio broadcasters, he pointed out, who neglected their radio properties in TV's early days only to find them in the position of the Australian bushman "who given a new boomerang, went crazy trying to throw the old one away."

Quoting BROADCASTING • TELECASTING YEARBOOK figures for 1951, Mr. Fellows compared radio's $5[illegible] million annual income with the $2[illegible] million for television. He observed that radio has over 100 million receivers throughout the nation. With set sales still going up, he estimated radio has six times as many outlets for its messages as TV while netting something over twice TV's revenue. First quarter revenues of many stations are continuing upward, he pointed out.

Video Prediction

Television will expand gradually with optimum facilities for all parts of the nation at least five years away, perhaps farther, Mr. Fellows predicted. Getting down to particulars, he took the following forays into TV's future:

TIME CHARGES—They'll go up as the medium becomes more valuable with the addition of sets and viewers and as progress is made in selling even more merchandise through TV. cost-per-viewer will go down as the medium grows.

ADVERTISERS ROLE—"Sales beget production but advertising begets sales"; advertising will support television because TV will do its share of supporting business.

TALENT COSTS—The price of talent will always be high for extravaganza productions but will come down because TV will produce new talent, competing "to hit the Broadway of video, and because TV broadcasters, agencies and advertisers will find new ways to produce effective lower-cost programming."

OTHER MEDIA—"In the history of the world no medium that has captured the interest and imagination of the people has failed as an industry."

PROGRAMMING—TV will contribute to making better men and women of our children by spreading knowledge and culture. TV broadcasters are keenly aware of their programming obligations and there is no danger that our children will "grow up to be gangsters."

As to cost of TV advertising, he declared it can't be overpriced "as one can read any significance into the fact that hundreds of advertisers are standing in line to get time on the medium." That thought inspired his rhetorical question, "I wonder if it could mean that radio is underpriced?"

Kraft Foods Co., long a leading radio and television advertiser,

ading the way in telling the story
f advertising's economics to its
les force. John McLaughlin, ad-
rtising and sales promotion
anager, told ANA members how
e company convinces its salesmen
at advertising has made possible
ass production and mass selling
low prices.

Taking total advertising expendi-
res in 1950, Mr. McLaughlin said
e figure amounts to $130 per year
r family, or $36 per individual,
arely more than the Federal
xes alone that you pay in one
ar on your cigarettes."

The daily advertising bill of the
erage family, he said, is 36 cents
r day or 10 cents per person.
Think what that dime buys," he
mphasized. "Without it, there'd
e no entertainment on television,
radio, no World Series on the
r, no football, no Bob Hope. Your
ily newspaper would consist of
ly two or three pages and prob-
bly cost you from 15 to 20 cents.
here would be only a few maga-
nes and these would have to sell
ywhere from 75 cents to $1, may-
e more.

"On top of that everything you
y would cost more—and you'd
ve one heck of time finding any-
ing about any product unless you
uld talk with the guy that made
."

'If Story is Right'

Referring to radio-TV advertis-
g, Mr. McLaughlin said Kraft's
les story can sell the housewife,
the story is right, "whether it
mes over the local station as a
ot or whether it comes over the
al station as a network program
t still goes into the living room
the same way."

Kraft salesmen are told how they
n capitalize on a TV commercial,
example, by tying in related
ms of the receipe in a store
splay.

Julian L. Watkins, group head
d representative of J. Walter
mpson Co., pinned bouquets on
tstanding advertising campaigns.
ese included Dill's Best TV com-
rcials (not one single case of ear
itation due to listening to Dill's
st commercials); Electric Light
Power Companies, Kraft Cheese,
neral Mills and Procter & Gam-
(Tide) campaigns.

He nominated for the "In-A-Rut
pt." television, tire, most motor
, dentifrice, cigarette, liquor,
agazine - newspaper - radio and
ap-detergent advertising.

Joseph Scheideler, president of
heideler, Beck & Warner, de-
ribed techniques used to build
les through premiums. He men-
ned an "amazing" instance in
ich a sectional network daytime
program for Sweetheart soap
oduced returns at 2½ cents each,
highly profitable sampling de-
ce." He told, too, of daytime
dio turns under 20 cents.

Mills Shepard, research director
McCall Corp., described essen-
ls of radio and television adver-
ing as "clear presentation and a
ong appeal to a basic want."

Speaking on the topic, "Don't
rget the Little Woman," Ruth
West, copy supervisor of Compton Inc., said "radio and television have demonstrated what a powerful force a friendly personality can be." She mentioned Arthur Godfrey, Tex McCrary and Jinx Falkenburg and Faye Emerson as examples. "Don't address a woman as if she were a public group," she admonished.

Leo Burnett, president of Leo Burnett Co., Chicago, gave ANA a preview of a proposed non-partisan campaign to increase registration and voting for the 1952 Presidential election. He said American Heritage Foundation would promote the campaign later this year in cooperation with The Advertising Council. His agency is preparing material for all media. A volunteer task force will assist. Voluntary coordinator of the American Heritage campaign is Donald B. Hause, advertising manager of Armour & Co.

READING HABITS

TELEVISION has had a measurable impact on the amount of time people spend reading magazines and newspapers but it will in no sense eliminate them as basic media, William E. Steers, vice president and secretary of Doherty, Clifford & Shenfield, told the Assn., of National Advertisers convention at its Hot Springs, Va., meeting last week. (See main ANA story page 23).

TV is not forcing newspapers and magazines into bankruptcy and there is no real evidence that total circulations of print media have suffered, according to Mr. Steers, who offered a roundup of research on the subject of TV's impact.

Conceding available material is not as clear or complete as needed, he said the data suggests newsstand circulation is off in TV areas to a greater degree than in non-TV areas. The extent of the drop varies with the publication and with the periods being compared.

"I would like to assure space representatives that we aren't going to recklessly cancel out magazines and newspapers the instant they show some signs of being influenced by television," Mr. Steers said. "This is not the new order in which the degree of immunity from TV becomes an absolute by which we select or reject media."

Citing specific studies, Mr. Steers said an NBC survey in January, 1951, showed a 6% loss in "percent reading yesterday" for newspapers in TV homes, and 6% loss in minutes spent reading newspapers, compared to non-TV homes; for magazines 15% loss in "percentage reading yesterday" and 32% drop in minutes spent reading newspapers. TV owners spent 20% less time reading magazines, with no difference in time for newspapers.

He referred to a BBDO study in November 1950, showing less than 10% reduction in newspaper reading, and a little under 30% for magazines. Sunday newspapers were down 9% and Sunday comics showed a 19% gain in time spent with comics. Samples were not matches, he said.

American Research Bureau figures showed newspapers with a 3% loss in percent reading, with 15% loss in minutes per reader. Magazines suffered a 11% loss in percent reading and 14% loss in minutes spent, with newspapers again affected less than magazines.

A *Puck* survey [B•T, March 17] showed 5% greater readership of newspapers by TV respondents, but newspaper - reading TV owners spent 14% less time with their papers than those not having a TV set. Magazines showed little loss in this study, with Sunday newspapers much like dailies. *Puck* showed 32% fewer minutes devoted to Sunday comics in TV homes, but a national sample narrowed the difference to 17%.

Summing up, he said TV owners spend about 10% less time with newspapers than non-owners; magazine reading is down about 10%. All surveys show TV owners spend about 15-20% less time reading than non-owners, and when this is related to exposure and reading time the net effect is about 25% fewer reading minutes in all TV homes contrasted to non-TV homes.

Study Non-TV Cities Now

Sunday newspapers, too, are down about 10% in reading minutes, he explained.

Mr. Steers said surveys should be made now in such non-TV cities as Denver for use after the TV freeze ends.

Taking the NBC study as analyzed by Tom Coffin, of NBC research, Mr. Steers said the time spent on TV, radio, newspapers and magazines, "is about the same regardless of how long the set has been owned." He cited the analysis finding that among high income TV owners, time spent watching the set is about the same regardless of how long they owned a set. The sample applies to radio, he said, but older set owners spent more time with newspapers and magazines than recent purchasers. In the case of low-income TV owners, people who owned a set longer spent more time with both radio and TV; magazine activity was about the same; less time was spent on newspapers by those who had bought their set earlier.

TV is getting its audience from many sources, and not exclusively from radio, Mr. Steers said, suggesting other media, movies, visiting and other activities. He said the present group of non-owners of TV sets may show a completely different pattern.

TV will mainly hit media habits which had little intrinsic strength, he concluded.

TV Effect Discussed

Telestatus

(Continued from page 68)

ly group with children under 13.

"By this time," Mr. Barton stated, "there are no really significant differences in TV ownership among three of the four basic economic groups. TV concentration in the high, upper middle and lower middle economic groups runs roughly parallel with—for the U. S. as a whole—35% of the 'able to buy' families out of 100 now owning television. The lowest economic one-fourth, with 20% concentration, made no progress in the last six months toward overtaking the other groups."

Add TV Award

DIRECTORS of the Advertising Assn. of the West approved six media competitions for 1952 with awards to be made at the 49th annual convention in Seattle next year. Two new awards have been added to the radio, newspaper, outdoor and direct mail advertising awards. The new awards are television competition, sponsored by the television industry in the West, and magazine advertising, sponsored by Magazine Advertising Bureau.

NARTB CONVENTION HEADQUARTERS

Blackstone Hotel
Chicago

Substantial Buyers Available for Profitable Radio and Television Stations

HOWARD E. STARK
50 E. 58th STREET, NEW YORK 22, N. Y.
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Brokers And Financial Consultants to Radio and Television Stations

at deadline

INDIANA GROUP ELECTS RICHARDSON PRESIDENT

O. E. RICHARDSON, president of WASK Lafayette, elected president of Indiana Broadcasters Assn. at group's Friday meeting in Indianapolis. Dan Park, WIRE Indianapolis, retiring president, is secretary-treasurer. Other officers: Dee O. Coe, WWCA Gary, vice president for radio; Harry Bitner, WFBM-TV Indianapolis, vice president for FM and TV; Edward Thoms, WKJG Ft. Wayne, assistant secretary, and Joe Higgins, WTHI Terre Haute, assistant treasurer.

Board members in addition to officers are W. F. Craig, WLVC Muncie; E. M. Jackson, WCNB Connersville; Ed Ogborne, WCTW (FM) Newcastle; Dick Fairbanks, WIBC Indianapolis, and William Spencer, WISH Indianapolis.

Next IBA meeting is scheduled for May.

WBBW JOINS ABC

WBBW YOUNGSTOWN, Ohio, to become ABC radio affiliate May 1, network announced Friday. Owned and operated by Mahoning Valley Broadcasting Corp., WBBW operates on 1240 kc with 250 w under John Cherpack Jr., president; Gene Trace, vice president and general manager, and Tony Ross, secretary-treasurer and program director. WFMJ Youngstown, formerly affiliated with both ABC and NBC, to become NBC only.

CLIPP TESTIFIES AT ABC-UPT HEARING

BENEFITS accruing to ABC affiliates if ABC-United Paramount Theatres merger is approved were related by Roger W. Clipp, WFIL Philadelphia and member of ABC Stations Advisory Committee, at Friday's FCC hearing on the ABC-UPT merger (also see earlier story, page 61). He submitted resolution approved by SAC endorsing merger, pointing up better programs and competitive position it would give ABC.

Also in witness chair Friday were Robert M. Weitman, UPT vice president in charge of southern theatres, who will be programming and talent vice president in merged American Broadcasting-Paramount Theatres Inc.; and Edward L. Hyman, UPT vice president in charge of northern theatres, who also will be a vice president of merged company.

Cross examination of ABC and UPT witnesses on merger issues will begin today (Monday) by FCC Counsel Frederick W. Ford.

Johnson Backs FCC Funds

(Continued from page 5)

propriations subcommittee that it give FCC funds it needs to process TV applications (see early budget story, page 29).

What is needed, according to Senator who spoke in closed session, are "teams" to handle application processing when freeze ends. Some 15 states now are without TV, he noted. Teams of processors must include at least hearing examiner, accountant, engineer, secretary, clerical help and other personnel, Sen. Johnson said, pointing out that FCC now has only seven examiners.

Sen. Johnson limited his testimony to FCC's TV problem only. Also appearing was Haraden Pratt, Telecommunications Advisor to President, for IRAC, and all FCC Commissioners except Robert F. Jones.

P&G NEGOTIATIONS

PROCTER & GAMBLE, Cincinnati, still in negotiation Friday on renewal plans for three shows on CBS Radio: *Beulah*, *Tide Show* and Lowell Thomas, for which it has been seeking lower time costs. Despite reports circulating to contrary, it had not cancelled or moved programs to another network. Final decision expected shortly.

WORCESTER DISTRICT 3

WILLARD C. WORCESTER, vice president and general manager of WIRE Indianapolis, elected radio representative of District 3 on NBC Stations Planning and Advisory Committee, network announced Friday. Mr. Worcester elected by runoff vote, results of other district elections having been announced last week [B•T, March 17]. District 3 consists of Michigan, Illinois, Kentucky, Indiana and Western Pennsylvania.

POLICY ON CBC PROGRAMS

OFFICIAL announcement Canadian Broadcasting Corp.'s policy on sponsored TV programs to start in August to be made April 30 by A. D. Dunton, CBC chairman, at annual meeting Assn. of Canadian Advertisers. Unofficially understood CBC will devote 50-60% of its two to four hours each evening on CBC-TV Toronto, CBC-TV Montreal to sponsored programs. All shows to be produced by CBC, with full control of sponsored shows.

Business Briefly

(Continued from page 5)

summer campaign. Firm usually uses about 30 markets starting around April 15.

SINGER SCHEDULE ● Singer Sewing Machine Co., through Young & Rubicam, N. Y., considering radio schedule starting April 1 for 26 weeks with stations understood to be recommended by local Singer dealers, mostly in South.

PEOPLE..

CARL J. WEITZEL appointed executive v president and treasurer of Field Enterpris Chicago, which owns WJJD Chicago, KO Portland, Ore., and KJR Seattle. Mr. Wei empowered to act for President Marshall F in all corporate matters. He joined compa in 1944 after working for Field interests si 1929. Company owns the *Sun-Times*, W *Book Encyclopaedia*, *Child Craft* and Fu tional Music in Chicago and Simon & Sch ter, Pocket Books and *Parade* publications New York.

DONALD A. RUTLEDGE, personnel manag Arabian American Oil Co., named manager employe relations, NBC Personnel Dept. Pr to serving two years during World War II Navy lieutenant (jg), Mr. Rutledge for th years was regional director of civilian pers nel, San Francisco office, Office of Secretary War. Before that he was salary analyst three years with Civil Service Commission, S Francisco.

MAHLON A. GLASCOCK, sales manager WRC-AM-FM Washington, announced resignation last Friday, effective April 1, re-enter local advertising agency busine With the NBC owned and operated outl since 1942, Mr. Glascock has been sales ma ager since 1943. Prior to joining NBC, had been radio director of Lewis Edwin Ry Inc., Washington agency. Gene Juster, W general manager, said appointment of Mr. Gl cock's successor would be announced short

JAMES W. RENNELS Jr., Griswold-Esh man Co., Cleveland, to executive staff of Rut raff & Ryan, N. Y.

EDWARD J. McCORMACK, copy director C. L. Miller Co., N. Y., to Ted Bates & Co that city, as copywriter, effective today (Mon day).

ROBERT JAY BURTON, vice president Broadcast Music Inc. and general manager BMI Canada Ltd., named chairman, radio-T division, annual drive of New York Legal A Society to help raise $325,000 fund.

JOHN G. STANDART Jr., account executiv on Lincoln-Mercury account, Kenyon & Ecl hardt, N. Y., named a vice president of agenc in Detroit office.

WILLIAM P. DIX Jr., account executive WCBS New York radio sales since March named assistant sales manager.

TV Boosted Budweiser Sales, ANA Tolc

TELEVISION "has definitely helped Anheuser-Busch achieve large increases in Budweiser beer sales at relatively low cost," R. E. Krings, director of advertising, told BROADCASTING • TELECASTING Friday. Interviewed on closing day of Assn. of National Advertisers convention at Hot Springs, Va. (see stories, pages 23, 93) he described TV's results this way:

Substantial increase in 1950 sales over 1949, with increase in TV areas almost doubled non-TV areas.

Increase in 1951 sales over 1950 three times as great in TV as in non-TV areas.

Sales in first two months of 1952 were 22% ahead of same period in 1951.

Thinking behind program, featuring Ken Murray on CBS-TV, is "to impel people to Budweiser, to pre-sell them," Mr. Krings said. As to cost of series, he said bill is $62,000 per week of which $32,000 is for talent and $30,000 for time. However, he explained, program reaches 4,288,000 TV homes with average of 3.3 viewers, or 14,150,000 persons. This repr sents cost of $4.46 per thousand or 4½ mil per viewer.

Elaborating on sales impact, he said in so TV markets there has been no increase a there, too, are cases where sales in non-T markets increased more than those in TV ma kets. Promotion is not heavy since program expected to carry itself. Main support consis of TV copy in other media and banners on 17 Budweiser delivery trucks.

Discussing effect of program, he said K Murray has "worn well"; variety format h something to please almost anyone. Nels Case is considered best salesman in field an finally, "our Clydesdale horses opening a closing the show bring almost fantastic qua tities of fan mail."

Mr. Krings spoke off-record at ANA Frid afternoon radio-television meeting, followi NARTB President Harold E. Fellows. Bu weiser agency is D'Arcy Adv., St. Louis.

"Old Rough and Ready" learned fast

The last assault and fall of the Alamo.

Zachary Taylor, 12th President of the United States, was a political novice when he moved into the White House. But "Old Rough and Ready," Virginia born and bred, wasn't long in learning. In short order the hero of the Mexican War, by diligent study, was master of his new assignment.

In 1944 WMBG proclaimed its faith in television with a full page newspaper advertisement, an unparalleled action.

On April 15, 1948 WMBG's sister station, WTVR, became the South's *first* television outlet.

Now almost four years old, WTVR is one of the real grandaddies of commercial television. And like Zachary Taylor, its owners have learned fast how to put it to good use for viewers and sponsors alike.

WMBG AM **WCOD** FM

WTVR TV

Havens & Martin Stations are the *only* complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
Represented nationally by John Blair & Company

FIRST STATIONS OF VIRGINIA